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QUESTIONNAIRE

After being objectively drawn up with problems in view, the questionnaire was pre-tested among scattered sections of Champaign-Urbana. Each member of the committee conducted 5 interviews. The questionnaire was then modified when necessary, and the final questionnaire prepared. Questionnaire included in report.

INTERVIEWING

The interviewing committee was responsible for drawing up instructions and assigning blocks. (A copy of interviewing instructions is included in the report.)

CODING

All answers for the open end questions were listed and grouped according to type of answer. Numbers were assigned to each group. A number was also assigned to each of the definite answers.

The numbers for questions were not listed on the questionnaire. The answers on the questionnaire were transferred to an eighty column work sheet.

TABULATION AND COMPUTING

The numbers on the 80-column work sheet were punched on I.B.M. cards. The cards were verified. A count was taken, and the cards were tabulated by machine.

BACKGROUND WORK

Considerable secondary information was gathered by this committee. Data was gathered concerning market position, volume of sales, and other pertinent information pertaining to the study of Champaign and Decatur. The report was 33 pages long.

* * *

OLD GOLD CIGARETTE STUDY

PURPOSE

The University Of Illinois Research Project was initiated to basically determine how to improve Old Gold's position in the under 25 age group, and especially among college students.

In addition, the practices and preferences of smokers were studied in an attempt to adequately answer this question.

SAMPLE

The sample was planned to use smokers in Champaign-Urbana, Decatur and contigeous areas. All of the blocks in these areas were numbered. Judgment was used in determining the number of blocks to be included. The committee decided to interview every third household in a block.

The purpose was two fold; to keep the interviewers concentrated, and to have enough blocks. 140 blocks were pulled.

For the student samples in Champaign and Decatur, a list of students was acquired for both schools, and the prospective interviewees were selected by random table selection. 200 names were drawn for each sample.

REPORT ON THE OLD GOLD STUDY

SECTION I - Introduction

This a report on the Old Gold survey conducted by the students of Marketing Research at the University of Illinois.

The survey attempted to find out how Old Gold sales could be increased in the under 25 years of age group.

The samples were drawn from Decatur, Champaign-Urbana, Millikin University students, and the University of Illinois students.

In both the Decatur and Champaign-Urbana areas the samples were drawn by a probability random method with every third dwelling unit being selected by the interviewers.

Both of the samples of students at Millikin and at the University of Illinois were drawn by a probability random selection method. The total number of people interviewed in the four samples was 632.

A staff of thirty-one students interviewed in the four areas supplemented by seven or eight advanced research students who acted as field supervisors.

The questionnaire used was designed primarily to allow the respondent to give a free response type of answer. The interviewer was instructed to probe all open end questions to uncover reasons that motivated people to smoke the type of cigarettes they did.

SECTION II - Problem

To find out the reasons for Old Gold's lack of popularity in the under 25 years of age group.

SECTION III - Objective

To make recommendations as to how the sale of Old Gold's could be increased in the under 25 years of age group, especially among college students.

SECTION IV - Procedure

The Background Committee did extensive research locating data on the Decatur and Champaign-Urbana areas. The committee found out pertinent information such as age, occupation, sex, and race of the population of each section.

The Sampling Committee obtained city maps for Decatur and Champaign-Urbana. Each block was numbered in sequence and by the use of the random table the blocks to be interviewed were determined. By further random selection the number of people to be interviewed and the process of interviewing them was decided.

The student grouping was also determined by random selection.

The Questionnaire Committee write questions pertaining to the type of cigarettes smoked, the reasons for smoking them, previous brands smoked, reasons for changing brands, and the effect of advertising to allow people to state freely their ideas about what they like in a cigarette and what influences them to buy the brands they do. These questions were designed to try to find out how the sale of Old Gold's could be increased.

The Interviewing Committee set up the interviewing instructions for the entire survey. They also gave each student the individual interviewing assignments for the entire survey.

The Coding Committee arranged all of the questionnaires in piles according to the specific questions to be coded. The answers to the various questions were listed and grouped under different categories. This procedure was followed for all of the questions. The code number that was given to each answer was then compared with the answer to each question and hand tabulated to the eighty column tabulation sheet.

The Tabulating Commitee transfered the hand tabulations from the

eighty column sheet to IBM cards in order that totals could be reached and percentages determined for the questions that were asked.

SECTION V - Findings

The tabulations lead to the conclusion that in both Champaign-Urbana and Decatur the majority of the people interviewed (60% average) began to smoke between the ages of 16 to 20 years. On the other hand, the majority of the student population interviewed (71% on the average) at Millikin University and the University of Illinois began to smoke between the ages of 16 to 19 years.

It follows therefore that of the combined population interviewed, 65% (average figure) began to smoke between the ages of 16 to 20 years. On the basis of the preceding facts, Old Gold can plan a portion of its advertising to appeal to the younger (under 25 years) age group.

A closer examination of Old Gold's media schedule and its advertising messages might reveal a need for revamping them in view of the information obtained. With a smokers brand preference not yet solidly molded between the ages of 16 to 20 years, a concentrated advertising effort directed at this age group, Old Gold could increase their share of the smoking market.

Although it is seen that roughly 65% of the smokers interviewed (students and city people) smoked from one-half pack to one pack a day, their manner of living played an important part in determining what part of the day they smoked the most cigarettes.

In Champaign-Urbana 65% of the people smoke between one-half pack and one pack a day and it is shown that they do most of their smoking at night or steadily during the day. In Decatur, where 72% of the people smoke between one-half pack and one pack each day, they also do most of their smoking at night or steadily during the day.

Introduction

Perhaps the first thing to be concerned with in any research study is the particular problem involved. The basic issue in this study is: how to improve the position of Old Gold in the under 25 age group, with special emphasis on the college student.

How did this study come about? Lennen & Newell, Inc. of New York, desired a consumer study to be made on Old Gold cigarettes, product of P. Lorillard Company. Lorillard is a client of Lennen & Newell. To perform this study, Lennen & Newell contacted the Marketing Department at the University of Illinois, and entered into an agreement with that department. This agreement called for a market study, of which this report is concerned, to be performed by the market research classes at the university during the spring semester of 1956. In addition, an advertising campaign will be prepared by the advertising campaign classes during the fall semester of 1956, based on the results of the market study.

The objectives of this marketing research project were to study cigarette smokers in Champaign-Urbana (University of Illinois) and Decatur, Illinois (James Millikin University). Each of these cities represent a composite of university students, and non-student residents. Two surveys were made in each of these cities: a city survey included all cigarette smokers; a university survey constituted a special sub-sample in order to yield a large proportion of the special age group concerned in the basic issue.

These studies of cigarette smokers were to pertain to the general characteristics of cigarette smokers; their habits and their motives. Brand preferences, likes and dislikes, brand loyalty, and the means by

which such loyalty was formulated would be investigated. Advertising also would be studied by some fresh approach in order to provide data for use in formulating an advertising campaign for Old Gold. Underscoring the entire work would be the basic issue of how to improve Old Gold's market position. To do this Old Gold necessarily must obtain a greater share of the young smokers in order to improve its market position in the future.

Very little background material was available on this topic, and since what was available rendered little information pertinent to the subject of smoking characteristics, it was deemed necessary to conduct first-hand surveys of smokers.

This project was performed by the Marketing 231 class at the University of Illinois under the direct leadership of Mr. Lloyd DeBoer, and utilized supervisory assistance of the advanced marketing research class, Marketing 323.

Procedures

Sample Design

The first consideration with regard to the sample was that of defining the population. The population with which this study is concerned is cigarette smokers. Obviously if we are concerned with studying the characteristics of cigarette smokers, we would not interview non-smokers. Therefore, we had the problem of locating cigarette smokers. To do this it was decided to set up the sample as if everyone smoked cigarettes, but then to restrict the interviews to those smoking cigarettes regularly. We defined "regularly" as applying to individuals normally smoking more than 5 cigarettes per day. It was decided that only those persons who smoked at least 5 cigarettes per day were qualified to render adequate facts regarding their smoking characteristics and motives. This probably excluded several individuals from the study who only smoked on special occasions such as for social reasons (to be one of the crowd) or when they were offered to them as free samples, etc. It was felt that such individuals were really not smokers, and to avoid a non-smoker bias, should be excluded.

Two types of sample were used in this study. A restricted sample was used for the city sample concerning the two urban areas involved, Decatur and Champaign-Urbana. For the sub-sample of university students at the University of Illinois and James Millikin University, an unrestricted sample was used.

City Sample

The city sample was in essence a three stage restricted sample. An area sample was used whereby blocks within the city were selected and

interviews were selected from households within these blocks. Where more than one person smoked in a given household, the person to be interviewed was selected by the sample design.

Maps were obtained which showed block outlines and street names. The blocks on these maps were numbered and by the use of the table of random numbers, the blocks to be interviewed were selected.

It was decided to interview every third household within the blocks selected in order to obtain sufficient interviews of cigarette smokers per block. By random selection, the third household, starting clockwise, from the northeast corner of the block, was selected as the first household to be contacted.

In order to maintain a random selection of the respondents, it was necessary to design the sample to take care of those instances where more than one individual smoked in a household. The selection was made between male and female in order to maintain the proper proportion of each sex in the smoking population. With a random selection of households, and with this random selection of male-female in a single household, the sample should have resulted in approximately the proper proportion of men and women smokers. The fact that the respondent was selected in this manner resulted in some instances where the respondent called for was not at home at the time. This resulted in a potential interview category, and an attempt was made to interview these individuals at times when they would be at home.

With regard to the no-at-homes, in Champaign-Urbana at least one callback was made of each not-at-home. This callback was made at times when people normally are at home, such as evenings and on weekends. In Decatur, this situation called for a different approach since all interviews were made in a single day's campaign. All of the households called

for by the sample design had been contacted in the morning and afternoon. Therefore there were several not-at-homes in addition to the potential interview category resulting from the male-female selection. Since time did not permit an attempt to reach all of the not-at-homes, by random choice, every fourth not-at-home household was selected. The interviews which resulted from these callbacks were weighted by a factor of four in the tabulations.

University Sample

An unrestricted random selection was made from the student directories for both the University of Illinois and James Millikin samples. A table of random numbers was employed to give the starting point in the student directory and then every "nth" name thereafter was selected to be interviewed. The decision to use every "nth" name was based on the desire to obtain a certain sample size. The student enrollment at the particular university divided by the desired sample size resulted in this number.

Unfortunately the sample size originally chosen as desirable resulted in too few interviews due to two principle reasons...the comparably low per cent of students who smoked cigarettes, and the fact that the directory used was not up to date. The reason the directory was not up to date was that this directory is printed at the fall semester of school. Therefore all students who graduated, dropped out of school, or who had moved within the area were not listed correctly.

To increase the sample size of the university smokers a second sample was drawn for both schools. These samples were made of sufficient size, based on the results of the first sample, to result in the desired number of interviews. It might be mentioned here that the unrestricted

sample of all university students resulted in some interviews of persons over 25 years of age. The purpose of the university sub-sample, as mentioned before, was to investigate the under 25 year age group. However, to maintain a random selection, all students enrolled had the chance to be selected. This included full time and part time students, undergraduate, graduate, and irregular students and even some faculty members who were taking added instruction.

The Questionnaire

A committee was established to develop a questionnaire for this study. The committee was guided by topics, both general and specific, which had been postulated by the students in the marketing research class. A rough draft of the questionnaire was assembled, and this was evaluated by the entire group. This evaluation and criticism resulted in a questionnaire which was then pre-tested. The purpose of the pre-test was to determine whether the questions were clear, in the proper order and groupings, and whether the information received was superfluous and/or inadequate. The pre-test was conducted by the questionnaire committee on households in the Champaign-Urbana urban area. The results of the pre-test were used to form the final draft of the questionnaire. A copy of this questionnaire is given in Appendix A.

The first two questions were of the introductory type, and were used both to find the correct respondents and to get the respondents attention focused on the subject under study. Questions 3 through 8 dealt with the smoking characteristics of the respondent; the age started smoking, his smoking habits, and his busying habits. Questions 9 through 14 had to do with brands of cigarettes. Answers with regard to brand preferences, likes and dislikes, and brand loyalty were sought.

Advertising was the topic of questions 15 and 16. The questions posed had to do with media associated with cigarette advertising; and aided recall of the description of particular cigarette ads; the respondents' rating as to the quantity and quality of different brand advertising; and brand association with respect to certain slogans and TV and radio programs. Question 17 was raised to determine the respondents attitude toward Old Gold cigarettes. The other brand mentioned in question 17 (selection was left up to the discretion of the interviewer) was introduced merely to avoid respondent bias to the auspices of the study. The final questions, 18 through 25, provided the classification data for possible stratification of the findings.

Interviewing

Interviewing of the respondents of the two urban samples, the two samples of the University of Illinois and the first sample of the James Millikin University students, was performed by the Marketing 321 class. The second sample of Millikin students was conducted by members of Professor Jack Gaston's marketing class at James Millikin.

The interviewers were supervised by members of an advanced research class, Marketing 323. The supervisor provided assistance to problems confronting the interviewers, and also checked on completed interviews of the individual interviewer.

The interviewers were given considerable instruction prior to the actual interviewing. This instruction concerned such matters as selection of households, selection of respondents, the proper attire and appearance of the interviewer, and the approach and diplomacy towards the respondent. The interviewers were schooled in the presentation of questions to the respondent, to follow the sequence and exact form of

questions on the questionnaire, and the manner in which to probe the open-end type of question.

By means of the interviewer instruction, it is felt that many biases usually present in such studies were eliminated or lessened.

The actual interviewing occurred on the following dates:

Decatur ----- April 10

Champaign-Urbana -----April 13-16

James Millikin (Sample #1) ----- April 10
(Sample #2) ----- April 18-23

University of Illinois (Sample #1) ----- April 13-16
(Sample #2) ----- April 19-23

Coding and Tabulation

Separate committees composed of members of the Marketing 321 class were organized to prepare a code for use in tabulating the answers to the questionnaire, and to tabulate the findings. The process of coding was extremely difficult. This applies especially to the open-end type of question. To assemble the answers in similar categories or classes, so that code numbers could be assigned, was no easy task. After the code had been prepared, the students in the class proceeded to code all of the questionnaires on IBM report forms. From these forms, IBM cards were produced for each respondents' questionnaire.

Tabulation was then made by means of IBM machines which facilitated this phase of the research work to a great extent. After tabulation had been made and printed, copies were circulated to the members of the marketing research class in order to envision the proper cross-tabulations of the various findings. The desired cross-tabulations were also made and printed by means of IBM facilities. All of this tabulation work by machine saved considerable manul work on the part of the research group. (See Appendix B and C.

Advertising

Question 15...(a)...Where are you most aware of seeing cigarette advertising?

Television steals the show in this category. It, according to our statistics, is by far the most effective medium for advertising.

One must consider the different groups which made up this interview group.

1. Townspeople...watch T.V., and notice cigarette ads mainly in this medium. Over 70% in each town survey listed television.
2. Students...apparently do not watch T.V. as much as townspeople and are more aware of advertising in other media than these townspeople.

The sample shows:	C.-U.	Decatur	Illinois	Millikin
Television	71.3%	71.9%	37.0%	57.0%
Magazines	9.6%	7.0%	36.4%	23.2%

Of the people under 25 interviewed...64.9% in Decatur saw cigarette advertising most on T.V., in Champaign-Urbana...69.7%.

It can be seen then that Illinois students notice advertisements nearly as much in magazines as they do on television. Millikin students, also, rank television lower and magazines higher than townspeople. The difference in the percentages in Millikin vs. Illinois might be reflected somewhat in the fact that Champaign-Urbana has only one T.V. station, while Decatur has three.

An apparent conclusion is that being a student affects the time spent watching television...therefore the amount of T.V. ads noticed. Since magazines are popular, the student market might well be reached through this media.

(b)...Describe one part of a cigarette advertisement that you remember best. What brand uses this advertisement?

The most-recognized brand by advertisements is Lucky Strike, according to our statistics. They led in the University of Illinois, Millikin, and Decatur samples, and were second in the Champaign-Urbana sample to Winston. In the Decatur and Millikin samples, Winston was second, and Old Gold either tied for or held third place. In the University of Illinois' sample, Old Gold tied for second with Winston and Chesterfield. It would seem, therefore, that the Old Gold advertisements are occupying a much higher spot than the market position indicates. This question required total, unaided recall by the interviewer so the advertisements do occupy this position in the minds of the persons being questioned. If this is true, is this related to the cigarette they actually smoke? A table shows this best.

Champaign

Brand Recalled	Brand Smoked
1. Winston	1. Winston
2. Lucky Strike	2. Chesterfield and Pall Mall

University of Illinois

1. Lucky Strike	1. Lucky Strike
	2. Chesterfield
	3. Pall Mall

Decatur

1. Lucky Strike	1. Lucky Strike
2. Winston	2. Winston
	3. Pall Mall

University of Millikin

1. Lucky Strike	1. Pall Mall
2. Winston	2. Lucky Strike
3. Old Gold	3. Winston

The table would seem to indicate that the recall of brands by advertisements is directly correlated with the brand smoked. The one irregularity is in Old Gold which, for example, is remembered third on the Millikin campus, but occupies 10th place of the brands now being smoked.

In regard to the questions of which part of the advertising was remembered, slogans and personalities seemed to be the best liked and remembered.

In Champaign-Urbana, the slogan is best-remembered. At the University of Illinois, Droodles and other advertisements pointed directly to the students were remembered best with slogans second. In Decatur, slogans rated first on the list. At Millikin the L.S./M.F.T. slogan and the Droodles appearing in the campus newspaper were rated about the same.

In Winston the slogan was first all the way through the four samples. Gary Moore was second in all but the Millikin survey.

In the actual interviews, personalities seemed to make a tremendous impression. Gary Moore, Jack Benny, Bob Cummings, and cartoon characters such as Happy Joe Lucky rated tops in the minds of the people. They seemed to like the live and varied advertising found in these particular personalities.

The total interviews in which Old Gold was mentioned were not a large enough total to render any definite conclusions, but the dancing girls on the Herb Shriner show seemed to be the most popular. (The total interviews in which Old Gold was mentioned totaled only 49, while Lucky Strike, for example, 191 respondents were utilized.)

Two definite points evolve from this short analysis: a slogan, once established, is the most-remembered advertisement gimmick, and students seem to prefer an ad which is at their level or directed at them, i.e., the Droodle scheme; brand recognition and recall by advertisements seems to bear a definite correlation with the brand being smoked.

15 (b)...continued...What was your reaction to it?

The University of Illinois and Decatur surveys were of the opinion that these advertisements which they recalled were just average, or were pleasant. Champaign-Urbana reacted to those ads they considered cute or catchy. Millikin thought the sales presentation and message was good. In all four samples, however, the cute or catchy advertising rated no further down than second.

The above information would seem to indicate that to be remembered, an ad needn't be expensive or outstanding if it is cute or catchy, and has good presentation of the sales message incorporated into it. This outlook necessarily brings us to a look into the next question.

(c)...In your estimation, which brand of cigarette does the most advertising?

	C.-U.	Decatur	Illinois	Millikin
Lucky Strike	23.5%	25.8%	34.0%	33.3%
Winston	15.7%	14.0%	9.3%	23.0%
Chesterfield	15.0%	18.1%	19.1%	25.6%

With the exception of Chesterfield the same two brands appear here once again. Lucky Strike and Winston, with their slogans and personalities, lead the pack. Chesterfield, seldom recalled as favorite advertiser, jumps to third place in this category.

(d)...Which brand of cigarette has the best advertising?

	C.-U.	Decatur	Illinois	Millikin
Winston	20.3%	22.2%	21.3%	16.6%
Lucky Strike	32.7%	20.8%	14.4%	37.6%
Chesterfield	-----	-----	14.9%	-----

A evident conclusion that brands smoked most regularly have a direct correlation with the recall of these brand's advertisements, seems to be seen here. Also correlated are the brand smoked, and the people's belief that these brands advertise the most and the best. But, do these people believe the advertisements are the best merely because they recall them easily and see them the most?

When asked which brand has the best advertisements, the people were also asked why they felt this way. Interviewers received a great many "don't knows" and unsure answers here. A great many people simply didn't answer. Only in the Millikin sample was a definite percentage answered. People, it seems, either...1. cannot explain why they believe a brand's advertisements are best, or...2. they don't know. Their beliefs on the question of which brand does the most advertising, and their recall of a brand advertisement seem more indication of their consumer personality.

(e)...How do you rate the advertisements for your present brand?

The people interviewed seem to base their answers here on the volume of advertising done, the number of times it appears. For the most part they consider their present brand an average advertiser. Answers here, as in the "best advertising" question, came slowly and seemed to lack any real thought. Winston smokers, however, really believe in their cigarette's advertising and programming.

Question...16...Indentification of Slogans

The Lucky Strike slogan, "It's Toasted to Taste Better", leads all advertisers in recognition. This bears out previous facts that Lucky Strike are first in sales, remembrance, and in the minds of the people as doing the most advertising.

Winston has the second most recognized slogan, "Tastes Good Like a Cigarette Should". This also goes along with the results of previous questions.

Old Gold had the highest percentage of recognition in Champaign-Urbana with 23.5% identfying the slogan. 60.8%, however, didn't know it. 9.2% recognized it at the University of Illinois, with 72.3% not identifying it. In Decatur 13.6% recognized it, but 67% didn't. 17.0% of the Millikin students knew the Old Gold slogan, while 59% couldn't identify it. Since the slogan is fairly new, it's failure may be somewhat inconclusive at this time. This failure coupled with those in question 15, however, seem indicative that the advertising needs new life and more efficient means. What the people want and/or like is evident.

Radio and T.V. Identification

Of the nine programs listed, the Hit Parade was best recognized. Students, especially, identified it...84.4% at Illinois, 94% at Millikin.

Out of the top six programs, according to their identification, five are programs in which a personality is the central theme.

Old Gold's Two For The Money ranks very high here in all samples. Since the people seem to watch and/or listen to this program, it seems that programming, in this one instance at least, is not the basic fault.

Either the advertising isn't sufficient, the programming schedule isn't large enough, or Old Gold simply isn't appreciated by the people.

Two For The Money and Herb Shriner appeer to be carrying the whole advertising burden in the minds of the consumer.

Over all popularity...by rank

1. Hit Parade...Lucky Strike
2. Two for the Money...Old Gold
3. Jack Benny...Lucky Strike
4. I've got a Secret...Winston
5. Dragnet...Chesterfield
6. Bob Cummings...Winston
7. Gunsmoke...Chesterfield
8. Crusader...Camels
9. The Line-Up...?

University of Illinois

1.	Hit Parade	84.1%
2.	Two for the Money	56.7%
3.	Jack Benny	51.1%
4.	Dragnet	46.8%
5.	Bob Cummings	33.3%
6.	I've got a Secret	26.2%

University of Millikin

1.	Hit Parade	94.0%
2.	I've got a Secret	76.1%
3.	Two for the Money	75.2%
4.	Jack Benny	59.8%
5.	Dragnet	59.0%
6.	Bob Cummings	54.7%

Rank in Samples

	C.-U.	U. of Ill.	Decatur	Millikin
Hit Parade	1	1	1	1
Bob Cummings	6	5	6	6
Two for the Money	3	2	3	3
Crusader	7	8	8	8
I've got a Secret	4	6	2	2
Jack Benny	2	3	4	4
Dragnet	5	4	5	5
The Line-Up	9	9	9	9
Gunsmoke	8	7	7	7

Brand Preferences

Table 1 lists the brands smoked by the sample members as per cent of all brands smoked. The individual brands are listed in the order of preference shown by the composite sample. In the composite sample, Lucky Strike is the favorite cigarette (15.9%), closely followed by Winstons (15.6%) and Pall Mall 14.9%. These brands of cigarettes dominate the top positions in each of the surveys; Lucky Strike being first in the Decatur and University of Illinois samples, Winston in the Champaign-Urbana sample, and Pall Mall in the Millikin sample. The other brands in strong contention are Chesterfield and Camels. Old Gold cigarettes (all three types) are only smoked by 2.6% of those smokers interviewed which is considerably below their national ranking. Of the four individual samples, Old Golds are highest in Champaign-Urbana with 4.0%. The national ranking of Old Golds at the end of 1955 was 6.1%.

Table 2 shows the preference for brands produced by the principle cigarette manufacturers. The American Tobacco Company has the highest rating with 33.3% of the composite sample. It ranks first in three of the four samples. Reynolds has the command of Champaign-Urbana (34.9%) by virtue of the strong position of Winston. P. Lorillard has the lowest ranking in the composite sample (2.8%) of the six cigarette companies listed, and is likewise lowest in each of the four samples.

From a cross-tabulation of brands of cigarettes by the amount of cigarettes smoked per day, an approximation was made of each brand's share of the market. This data is shown as a composite sample in Table 3. The composite sample of brands preferred, previously shown in Table 1, is listed so that a comparison can be made. By comparing these two

TABLE 1

BRAND PREFERENCES * (by % of responses)

Brand	Composite	Champaign Urbana	Univ. of Illinois	Decatur	Millikin University
Lucky Strike	15.9	8.6	20.7	17.1	17.1
Winstons	13.6	22.6	11.4	13.8	14.5
Pall Mall	14.9	10.6	17.9	13.8	18.8
Chesterfield	12.6	10.6	17.9	11.0	12.0
Camels	10.5	10.0	7.9	11.4	12.8
L & M	7.3	10.0	6.4	5.2	12.0
Viceroy	6.0	8.6	7.1	4.3	4.3
Philip Morris	5.3	6.0	2.1	8.1	3.4
Old Gold	2.6	4.0	2.9	1.9	2.7
Marlboro	2.6	0.7	1.4	5.2	1.7
Herb. Tareyton	2.3	4.0	1.4	2.4	0.9
Kools	1.6	1.3	0.7	2.0	0.0
Cavalier	0.7	2.0		0.5	
Raleigh	0.7		0.7	1.4	
Marvels	0.5		0.7	1.0	
Wings	0.3	1.3			
Kent	0.2		0.7		

TABLE 2

BRAND PREFERENCES BY MAJOR CIGARETTE COMPANIES *

Company	Composite	Champaign Urbana	Univ. of Illinois	Decatur	Millikin University
American	33.3	22.5	40.3	34.7	36.8
Reynolds	26.9	34.9	19.4	26.7	27.4
Liggett & Myers	20.7	20.8	24.5	16.8	22.9
Brown & Wilson	8.3	10.1	8.6	8.9	5.1
Philip Morris	8.0	6.7	3.6	10.9	5.1
P. Lorillard	2.8	4.0	3.6	2.0	1.7

* by per cent of those responding with some brand.

TABLE 3

SHARE OF MARKET BY BRANDS *

(A composite sample of all smokers interviewed)

Brand	Market Share	Preference (from Table)
Lucky Strike	17.6	15.9
Pall Mall	15.3	14.9
Winstons	14.3	15.6
Chesterfield	12.4	12.6
Camels	11.7	10.5
L & M	7.0	7.9
Viceroy	5.7	6.0
Phillip Morris	5.1	5.3
Old Gold	2.8	2.6
Herbert Tareyton	1.8	2.3
Others	6.1	6.6

* by per cent of responses

lists it can be seen that such brands as Camels and Lucky Strike are smoked in greater volume than brands such as Winston, L & M, and Viceroy. Old Gold's market share by this approximation is 2.8%. The increase from 2.6% reflects the fact that Old Gold smokers consume slightly more cigarettes than the average amount of those interviewed in this survey.

Preferences by Type of Cigarette

Table 4 shows the cigarette preference by the type of cigarette --regular, king size or filter. The regular type cigarette is ranked first in the composite sample (41.0%) and in three of the individual samples. The filter tip cigarette ranks second in the composite sample (32.0%), and first in the other individual sample- Champaign-Urbana (44.1%). The information merely proves the strong influence on the cigarette market by the filter type of cigarette. Its growth certainly has been phenomenal. This is further indicated by Figure 1 which shows a recent study of the filter trend in the national market.

A further analysis of the filter tip cigarette can be made by means of age stratification. An indication of this is shown in Table 4 by comparing the two university samples which primarily contain smokers below twenty five years of age with the two city samples which have an average respondent age between thirty to thirty-nine years. The university samples certainly do not display any significant trend away from the average filter tip percentage. In addition, an age group stratification in the two city samples shows the same type of result, with a more or less uniform preference for filter tip cigarettes. This data is shown in Table 5.

The Influence of Sex on Brand Preferences

A stratification of the brands smoked by the sex of the respondent

TABLE 4

PREFERENCE BY TYPE OF CIGARETTE *

Type	Composite	Champaign Urbana	Univ. of Illinois	Decatur	Millikin University
Regular	41.0	28.3	41.6	47.6	44.6
King Size	27.0	27.6	31.1	24.3	26.3
Filter Tip	32.0	44.1	27.3	28.1	29.1

TABLE 5

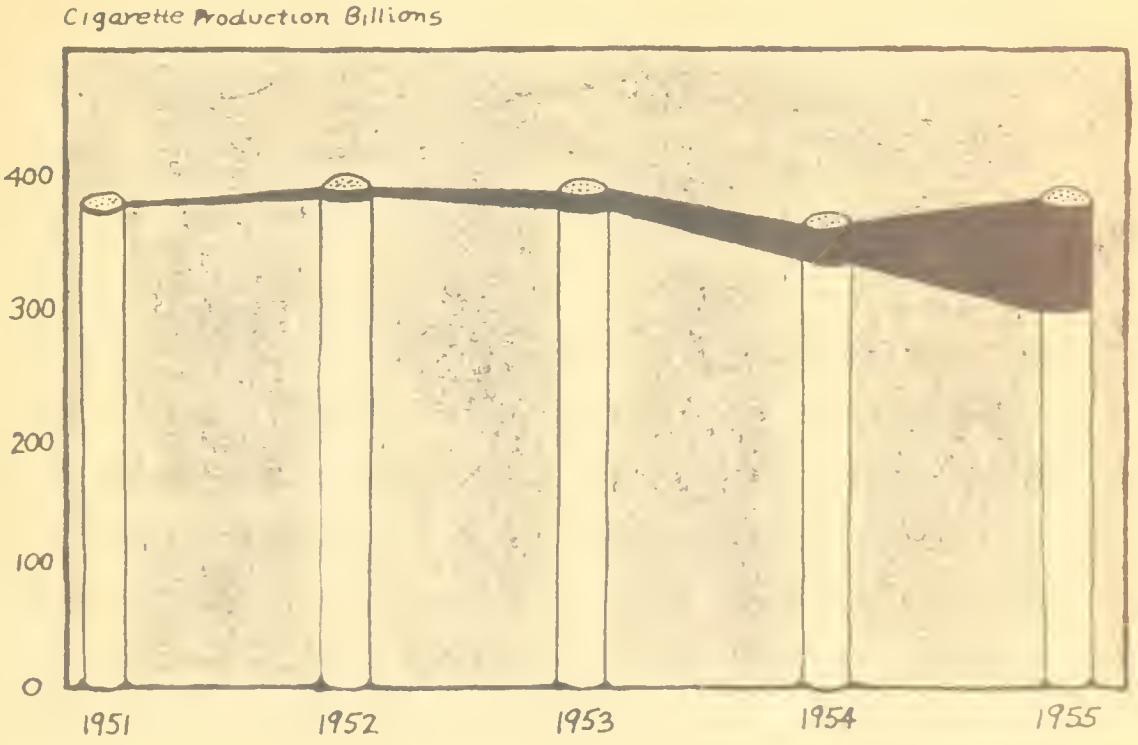
PREFERENCE OF AGE GROUPS BY TYPE OF CIGARETTE *

Age Group	Regular	King Size	Filter Tip
Decatur sample			
18 - 25	60.5	18.6	20.9
26 - 30	52.8	13.9	33.3
30 - 39	38.6	28.0	33.4
40 & over	45.2	30.2	24.7
Champaign-Urbana sample			
18 - 25	31.2	25.0	43.7
26 - 30	26.1	39.1	34.8
30 - 39	41.4	17.2	41.4
40 & over	21.3	29.5	49.2

* by per cent of those responding

FIGURE 1

Growth in Filter-Cigarette Consumption



LESS THAN 1% ---------- TO ---------- 20%

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revealed some interesting information. Table 6 shows the results of this cross-tabulation of brands smoked by sex of respondent. Each of the four samples is shown in the table, in add tion to a composite sample of all smokers interviewed. The percent figures shown refer to the percent of the particular sex smoking that brand. This ratio can be used as an index showing the preference to particular brands by the sec of the smoker. If this ratio for a certain brand is more than that shown for smokers of all brands then that brand of cigarette is preferred by male smokers in the sample. If the ratio is less than the ratio for all brands, the brand is preferred by female smokers. From Table 6 it can be seen that certain brands of cigarettes are preferred by each sex. Male smokers strongly prefer Camels, Lucky Strikes and perhaps Old Golds, although this sub-group sample size is too small to show a significant trend. This is borne out by each of the four samples with a male to female index greater than the average index. Female smokers definitely prefer such brands as L & M, Herbert Tareyton and Viceroy. This indicates that women prefer the filter tip type of cigarette much more than do men. The other large volume filter tip in this survey, Winstons, also shows a slight female preference by the composite sample, especially in the Champaign-Urbana and University of Illinois samples.

The other brands of cigarettes - Chesterfield, Philip Morris, Pall Mall, Old Gold, and Winston as well-have close proximity to the average index in the composite sample, and no conclusive preference is indicated. In the individual samples, these brands have considerable variation as to the index value.

Table 6 also shows the brands smoked most frequently by each sex. For male smokers Lucky Strike is the cigarette most preferred - 17.3%

TABLE 6

BRAND PREFERENCES BY SEX OF RESPONDENT *

Composite Sample

Brand	Male	Female	Male / Female
All brands	62.5	37.5	1.66
Camels	12.8	6.9	3.07
Winstons	14.1	17.3	1.35
Lucky Strike	21.9	6.1	6.00
Chesterfield	12.9	12.6	1.69
Philip Morris	4.9	6.1	1.35
Pall Mall	14.3	16.0	1.49
Old Gold	2.9	2.2	2.20
L & M	5.2	12.6	0.69
Tareyton	1.6	3.5	0.75
Viceroy	3.1	10.0	0.56

City Samples:

	Decatur			Champaign-Urbana		
Brand	Male	Female	Male / Female	Male	Female	Male / Female
All brands	56.4	43.6	1.29	51.0	49.0	1.04
Camels	13.8	8.6	2.00	14.5	5.5	2.75
Winstons	14.7	12.9	1.42	18.4	24.7	0.78
Lucky Strike	29.3	9.7	3.00	13.2	4.1	3.33
Chesterfield	7.8	15.1	0.64	11.8	9.6	1.29
Philip Morris	7.8	8.6	1.12	4.0	8.2	0.50
Pall Mall	12.1	16.1	0.94	10.5	11.0	1.00
Old Gold	2.6	1.1	3.00	6.6	1.4	5.00
L & M	3.5	7.5	0.57	6.6	13.7	0.50
Tareyton	1.7	3.2	0.67	2.6	5.5	0.50
Viceroy	2.6	5.4	0.60	4.0	13.7	0.33

University Samples:

	Millikin			Illinois		
Brand	Male	Female	Male / Female	Male	Female	Male / Female
All brands	70.1	29.9	2.34	78.7	21.3	3.70
Camels	13.4	11.5	2.74	10.9	0.0	high
Winstons	15.9	11.5	2.24	9.1	30.3	1.67
Lucky Strike	22.0	5.7	9.00	26.4	0.0	high
Chesterfield	12.2	11.5	2.50	12.1	13.3	5.20
Philip Morris	4.9	0.0	high	2.7	0,0	high
Pall Mall	17.1	22.9	1.75	17.3	20.0	3.17
Old Gold	1.2	2.8	1.00	1.8	6.7	1.00
L & M	7.3	22.9	0.75	4.6	13.3	1.25
Tareyton	1.2	0,0	high	0.9	3.3	1.00
Viceroy	3.7	5.7	1.50	3.6	20.0	0.67

* by per cent of those responding

in the composite sample. It ranks first in three of the samples and third in the other (Champaign-Urbana). Battling for second place in male preference are Winstons, Chesterfield, Pall Mall and Camels.

The composite sample shows that women prefer Winstons first, closely followed by Pall Mall. The other brands that are in strong contention are Chesterfield, L & M, and Viceroys. This again indicates that the female smoker shows a strong preference for the filter tip cigarette.

Influence of Smoker's Age on Brand Preference

One indication of the influence of the age of the smoker on brand preferences might be revealed by analyzing the brand preferences of the two University samples against the two city samples, (see Table 1). Such brands as Lucky Strike, Chesterfield and Pall Mall seem to have a higher preference in the college samples than in the samples of the respective cities in which they are located. Other brands such as Camels, Phillip Morris and Herbert Tareyton appear to reflect a lower preference.

Perhaps a better way to analyze this influence is by means of a cross-tabulation of age of respondent against the brand smoked. The results of the cross-tabulation are shown in Table 7. All of the respondents have been grouped into four age classes: 18-25, 26-30, 30-39, and 40 and over. The percent figures are the percent of smokers in one particular age class that smokes the brand of cigarettes listed. Certain trends are readily apparent and these will be discussed by each brand of cigarettes.

Camels have higher percentage figures for the 26-30 and the over 40 group than the other two groups, signifying no particular trend.

TABLE 7

BRAND PREFERENCES BY AGE GROUPS *

Composite Sample

Brand	Age Groups 18-25	26-30	30-39	40 & over
Camels	9.7	13.1	10.0	11.2
Winstons	12.3	17.4	21.1	17.9
Lucky Strike	19.0	23.9	11.1	6.0
Chesterfield	16.3	6.5	12.2	9.0
Philip Morris	2.0	6.5	10.0	9.0
Pall Mall	17.0	13.1	8.9	15.6
Old Gold	1.7	3.3	3.3	3.7
L & M	10.0	6.5	4.4	6.7
Tareyton	0.7	3.3	3.3	4.5
Viceroy	7.0	4.3	3.3	6.0
Others	4.3	2.2	11.1	10.4

* by per cent of those responding

However, they rank 6th in the 18-25 age group and increase to 3rd or 4th in groups over 25 years. This comparison by rank would tend to show a lower preference in the youngest age class. Winstons rank increases from 4th in the 18-25 age group to first after 30 years of age. Its percent preference also shows this trend of greater preference in the older age groups.

Lucky Strike enjoys a higher popularity in the under 30 age classes, but thereafter decreases rapidly, ranking as seventh in the over 40 age class. Pall Mall has a higher preference in the 18-25 age group but then decreases through the 26-39 age classes. It shows up well again though in the over 40 age class. Herbert Tareyton shows a gradual increase in popularity as the age increases.

Except for a sharp fall-off in the 26-30 age class, Chesterfield shows a gradual fall-off in popularity as age increases from its high position in the 18-25 group. L & M has a high acceptance in the 18-25 age group, but then its preference falls-off slightly in higher age classes.

Phillip Morris has a low popularity in the 18-25 age class but then increases substantially as the age increases. Viceroy has a higher preference in the youngest and oldest age groups than in the in-between groups. Old Gold preference in percent, increases slightly from the 18-25 age group through the higher age groups.

This data definitely tends to point toward trends in popularity for the various brands of cigarettes when compared to the smokers age. The few sharp reverses in the general trends perhaps can be explained by having to contend with too small of sub-group samples. Also, these reverses could perhaps be explained by differences in advertising

campaigns. The general trends themselves might reflect the effectiveness of advertising campaigns. For example, the cigarettes that have high acceptance in the young age groups and have low acceptance in the older age groups may have a more effective advertising campaign now than they had in past periods.

Brand Preference by Respondent's Occupation

Table 8 shows the brand preference stratified by the principal occupations of the respondents. This cross-tabulation concerns the two city samples only. The University samples are already stratified by respondent's occupation, namely "student".

This tabulation merely indicates that different occupations have definite preferences as to the brand and type of cigarettes. This may be due to several reasons such as the type of advertising they are exposed to, their group preferences as to taste and mildness, etc. There are no really significant trends apparent in this data. Perhaps one reason for this may be the sample number of each sup-group stratification.

One thing interesting to note, in the light of the increasing share of the cigarette market by filter tips, is that the filter tips seem to be accepted by all occupation groups, even by unskilled labor. Apparently the advertising campaign for filter tips have been successful in penetrating all working groups. The housewife catefory of course reflects the strong female preference for the filter tip cigarette to note the percent brand preference for Winstons, L & M and Viceroy.

Brand Preference by Other Classification Data

Tables 9, 10, 11, 12 show the brand preference stratified by occupation of head of household, number in household, education of head of household and by family income. Again such cross-tabulations reflect no

TABLE 8

BRAND PREFERENCES BY OCCUPATION OF RESPONDENT *

(Composite of the two city samples)

Brand	Unskilled Labor	Skilled Labor	White Collar	Prof. & Managers	Housewife
Camels	15.7	14.0	11.1	6.2	5.0
Winstons	13.7	12.8	28.9	15.6	20.8
Lucky Strike	7.9	23.3	20.0	18.8	5.0
Chesterfield	15.7	7.0	4.4	12.5	13.3
Philip Morris	3.9	7.0	4.4	12.5	8.3
Pall Mall	11.8	15.1	2.2	6.2	17.5
Old Gold	2.0	3.5	6.7	0.0	1.7
L & M	13.7	1.2	11.1	3.1	9.2
Tareyton	7.9	1.2	2.2	3.1	3.3
Viceroy	2.0	2.3	6.7	12.5	7.5
Others	5.9	12.8	2.2	9.4	8.3

* by percent of those responding.
Only major occupations listed.

TABLE 9

BRAND PREFERENCES BY OCCUPATION OF HEAD OF HOUSEHOLD *

(Composite of the two city samples)

Brand	Unskilled Labor	Skilled Labor	White Collar	Professional & Managers
Camels	12.7	13.6	4.6	12.1
Winstons	16.4	19.1	29.3	13.6
Lucky Strike	3.6	20.9	10.8	18.2
Chesterfield	23.6	8.2	3.1	10.6
Philip Morris	7.3	7.3	6.2	12.1
Pall Mall	16.4	5.5	15.4	3.0
Old Gold	0.0	2.7	4.6	0.0
L & M	5.5	2.7	12.3	10.6
Tareyton	3.6	0.9	4.6	4.5
Viceroy	5.5	4.5	6.2	10.6
Others	5.5	14.6	3.1	4.5

* by per cent of those responding. Only major occupations listed.

TABLE 10

BRAND PREFERENCES BY NUMBER IN HOUSEHOLD **

(Composite of all four samples)

Brand	Number in Household 1-2	3-4	over 5
Camels	11.9	10.9	11.7
Winstons	15.9	19.9	13.3
Lucky Strike	8.7	17.6	14.1
Chesterfield	13.5	11.6	14.8
Philip Morris	7.9	3.0	9.4
Pall Mall	11.1	15.0	15.6
Old Gold	3.2	2.3	3.1
L & M	11.1	7.9	4.7
Tareyton	4.8	1.5	2.3
Viceroy	7.1	5.6	3.1
Others	12.7	4.9	7.8

** by per cent of those responding

TABLE 11

BRAND PREFERENCES BY EDUCATION OF HEAD OF HOUSEHOLD*

(Composite of the two city samples)

Brand	Grade School or less	Some High School or grad	Some College or Voc.	College grad or more
Camels	17.6	9.9	4.2	6.1
Winstons	15.7	19.1	25.0	10.2
Lucky Strike	7.8	18.4	18.8	4.1
Chesterfield	9.8	9.2	12.5	12.3
Philip Morris	7.8	5.3	6.3	14.3
Pall Mall	13.7	11.8	10.4	16.3
Old Gold	4.9	2.0	4.2	0.0
L & M	3.9	5.3	12.5	16.3
Tareyton	2.9	2.6	2.1	6.1
Viceroy	4.9	5.3	8.4	8.2
Others	10.8	11.2	0.0	6.1

TABLE 12

BRAND PREFERENCES BY FAMILY INCOME *

(Composite of the two city samples)

Brand	Under 2600	2600-4199	4200-6599	6600-10399	10400 & over
Camels	10.8	6.0	12.2	16.1	0.0
Winstons	10.8	21.7	22.0	14.3	11.1
Lucky Strike	8.1	18.1	13.0	14.3	22.2
Chesterfield	8.1	16.9	8.1	16.1	11.1
Philip Morris	5.4	7.2	6.5	7.1	22.2
Pall Mall	10.8	20.5	12.2	10.7	5.5
Old Gold	2.7	2.4	4.9	0.0	0.0
L & M	8.1	12.0	4.9	3.6	11.1
Tareyton	10.8	1.2	3.3	1.8	0.0
Viceroy	5.4	2.4	6.5	10.7	11.1
Others	18.9	3.6	6.5	5.4	5.5

* by per cent of those responding

startling trends or facts upon which to project any reasons for particular individual sub-group brand preferences.

One thing that such correlation data does reveal is the lack of any general significant trends. This can be analyzed to mean that cigarettes are a consumer product that is not affected by group preferences as to brand or type of cigarettes.

Brand Likes & Dislikes

The results to the free response question "What do you like about this brand?" are listed in Table 13. This question received a fair response for an open-end type of question, about 90% of the sample giving some reply. The answers are the first that came to the respondent's mind, therefore it might be argued that they are at least the more important conscious reasons for liking particular brands of cigarettes. The answers have been grouped into main headings for the type of reply given.

The most conscious reasons for liking particular brands of cigarettes are mildness and taste. One difficulty with regard to analyzing this data was determining what the respondent meant by the answer which he gave. For example, in probing the respondent's reply of "Taste", the respondent himself could not describe what he meant by taste. Nevertheless, these replies perhaps are the more important ones to the cigarette smokers, and are probably the proper stimuli to apply through advertising.

Advertising undoubtedly has considerable influence in establishing brand preferences. The fact that advertising was not given more recognition in this particular question was that a respondent probably would not ordinarily associate "likes of a brand" to advertising.

TABLE 13

BRAND - LIKES *

(Replies to - What do you like about this brand?)

Likes	Composite	Champaign Urbana	Univ. of Illinois	Decatur	Millikin Univ.
Mildness	29.0	30.8	23.8	33.0	26.3
Taste	25.6	26.2	26.2	20.8	31.9
Filter	11.3	12.8	12.2	10.6	10.0
Construction	9.5	6.4	13.4	4.9	15.6
No Irritation	7.7	8.7	9.2	7.8	5.0
Satisfying	5.8	6.5	2.4	10.4	1.9
Strongness	4.2	2.9	4.3	4.9	4.5
Advertising	0.9	0.0	1.8	0.8	1.2

* by per cent of those responding

Brand dislikes are shown in Table 14. This question, as probably could be expected, received very poor response. Actually if a person was smoking a particular brand of cigarettes, he probably would not have vigorous reasons for disliking it. This is exemplified by the principal reasons given for this question - poor packing and its allied reason, non-uniformity. The average overall non-response to this question was 73%. The two city samples were above average, and the university group may be due to the fact that many in this younger age group are still unsure as to a permanent brand of cigarette, and therefore are more critical.

Brand Loyalty

One indication of brand loyalty is given by the tabulation of the 'none' answer to Question 12 (a) - What brands of cigarettes did you smoke regularly before your present one? The respondents who never have smoked another brand of cigarettes regularly are listed below as percent of the total sample responding:

Champaign-Urbana	13.4%
Decatur	25.0%
University of Illinois	16.1%
Millikin University	34.2%
Composite sample	22.3%

It can be seen that there are a considerable number of smokers who start with one brand of cigarettes and then stick with it. This just further exemplifies the need for advertising to the younger age groups if you want to build up your market position. It must be remembered though in analyzing the above data that part of the percentage figures include those individuals who have just started smoking and who may change later. Therefore, this brand loyalty index has considerable

TABLE 14

BRAND - DISLIKES *

(Replies to - What don't you like about this brand?)

Dislikes	Composite	Champaign Urbana	Univ. of Illinois	Decatur	Millikin Univ.
Construction	48.8	45.9	59.6	23.5	57.1
Non-Uniformity	18.0	13.5	19.3	23.5	16.3
Causes cough	8.7	0.0	3.8	29.4	6.1
Too strong	5.2	10.8	1.9	5.9	4.1
Package design	4.7	2.7	5.8	2.9	6.1
Price	5.2	8.1	7.7	2.9	2.0
Kingsize	1.2	2.7	0.0	2.9	0.0
Too mild	0.6	0.0	0.0	2.9	0.0

* by per cent of those responding

weighting by the age of the respondent.

Another indication of brand loyalty is given by Question 13 (a) - "Do you smoke other brands occasionally?" The "no" answer to this question indicates that these respondents tend to smoke only one brand of cigarettes, and are "loyal" enough to that brand not to change occasionally to other brands. This does not stop them from changing brands they smoke regularly, but when they start smoking one brand they stick with it faithfully.

These smokers who do not change occasionally are:

Champaign-Urbana	52.0%
Decatur	37.8%
University of Illinois	38.4%
Millikin University	48.4%

Composite sample 43.5%

In summarizing brand loyalty, it can be said that the data presented definitely indicates that brand loyalty exists, and to a considerable extent. About 22.3% of all smokers replying never have smoked another brand of cigarette and 43.5% do not occasionally change from their regular brand. It is important therefore for cigarette companies to attempt to develop a strong consumer preference for their brand of cigarettes, especially early in the smoker's life.

Changing Brands

The reasons for permanently switching from some other brand to the present brand of cigarettes smoked are given in Table 12. The two primary reasons for such a change are mildness and the filter tip cigarette. The change to filter tips could readily be expected with their rapid growth in recent years. Again these tabulations are too vague for an intensive analysis but do indicate the primary reasons

TABLE 15

REASONS FOR CHANGING BRANDS PERMANENTLY *

(a composite sample)

Mildness	27.6
Filter	16.6
Personal Reasons	11.7
Recommended, handier, etc.	11.5
Taste	10.2
Wanted a change	10.3
Former cigarette's construction	5.3
Kingsize	3.5
Advertising	2.1
Satisfaction	1.2

* by per cent of those responding

upon which advertising can be based.

The reasons for occasionally switching away from the regular brand smoked are listed in Table 16. The two primary reasons for this type of change is due to running out of present brand and the desire to change occasionally for a different taste, etc.

Table 17 gives the reasons for selecting the particular brands smoked occasionally. The two primary reasons for selection of these brands are availability and similarity to the regular brand smoked.

This data is listed without any intensive analysis since the reasons listed are too general and many overlap one another. They may be of value however in the design of advertising campaigns and as such are included in this report.

Reasons for NOT Smoking Old Golds

Table 18 lists the reasons which respondents give to the question ..."Do you have any reasons for not smoking other popular brands of cigarettes like...Old Golds?" The composite sample including all four samples is shown in Table 18. There were no significant differences that could be analyzed between the various samples.

The principal reasons for not smoking Old Golds are that they are too strong and that their taste is disliked. Another large group, 13.3%, stated that they had smoked Old Golds but just didn't like them. Too weak, too sweet and irritating were other reasons given against Old Golds.

Of those persons responding to this question, 26.7% either said they didn't know of any reason or that they had never tried them. Another 9/5% reported that Old Golds were all right. Therefore a considerable portion of the sample had no apparent reasons for not smoking Old Golds. These would be the individuals who perhaps could be persuaded

TABLE 16

REASONS FOR CHANGING BRANDS OCCASIONALLY *

(a composite sample)

Out of favorite brand	34.8
Likes an occasional change	28.4
Relative or friend smokes them	8.9
To try a brand notices	5.3
Helps cold	5.3
Change to filter tips	5.0
Stops coughing	3.9
To see if another is better	1.4
To try to quit smoking	1.1

TABLE 17

REASONS FOR SELECTING PARTICULAR BRANDS SMOKED OCCASIONALLY *

(a composite sample)

Availability	19.6
Similar to present brand	15.6
Construction (size, filter)	13.8
Taste, Flavor	12.0
Mildness	8.9
Advertising	6.7
For a cold	5.3

TABLE 18

REASONS FOR NOT SMOKING OLD GOLDS *

(a composite sample)

Reason	%
Too strong	15.8
Dislike	17.2
Have smoked them - don't like	13.3
They're all right	9.5
Irritating	5.9
Too weak	3.3
Too Sweet	2.6
Other (none very pertinent)	5.7
Don't know & Never tried	26.7

* by per cent of those responding

to make a change to Old Golds:

General Smoking Characteristics

A great deal of this topic is best covered under the brand section, therefore only those questions we felt integrally necessary to the overall survey are included here. Also, many of the questions concerned in this section are not analysis questions, but mere fact-finding agents.

A greater proportion of the Decatur population are industrial workers than is true of the Champaign-Urbana sample. This is, of course, true because of the greater industrialization in Decatur. The inverse is true in Champaign-Urbana, as would seem natural, and more of the working population are professional workers. In Decatur, also, the education of the heads of the households is lower than those of Champaign-Urbana. In Decatur 18.5% have furthered their education beyond high school while 39.2% of the heads of households in Champaign-Urbana have gone on to college, vocational schools, business schools, etc. As tables in the brand appendix show, these two occupational groups have certain distinct preferences in their smoking.

Champaign-Urbana, according to a recent newspaper article, is ranked fourth in the nation in buying power. It is, however, a very high living cost area due to the university and Chanute Air Force Base 15 miles away. A transient population as large as this area possesses always tends to raise the living costs.

The modal age for beginning smokers in the composite sample is 18, although there were differences in the individual samples. Champaign-Urbana's starting age averaged 18, while in Decatur the age was only 16. The differences in industrialization in the two cities might once again influence these statistics. The influence of starting work earlier and

in an industrial setting might set a precedent for young smokers. The ages of the college groups, as might be expected, average about 17-18 for the age at which smoking is begun. This could very easily be attributed to the fact that it is at this age that many of them are leaving home for the college campus. The "growing" pains might include smoking.

The composite sample shows that smokers prefer between 10 and 20 cigarettes per day. A greater percentage smoke less than 10 than that for a full pack. The number smoked per day in the city sample drops considerably in the 40-49 age group. Correspondingly, the 10 or less group increases in the city samples, Champaign-Urbana's 30-39 age group possesses 33.3% which smoke one pack per day, but the same age group in the Decatur sample has 49.2% who smoke one pack per day. The situation reverses itself in the 26-30 age group with nearly 40% of Champaign-Urbana's smokers in that catefory smoking a pack a day, and only 28% of Decatur's smokers smoking that amount per day. Between 28.1% and 35.2% of the two student populations smoke a pack per day with Millikin having the edge in the proportion. A smaller proportion of the Millikin smokers smoke less than 10 per day than do the Illinois smokers.

Considerably more smokers consume greater volumes of cigarettes at night than at any other time listed. Both the composite and individual samples verify this. 71.6% of the Illinois student smokers smoke mostly at night compared to only 52.1% of the Millikin student population. The same situation in different proportions applies to the Champaign-Urbana area over Decatur. If the students population at Millikin has a greater working proportion or the school schedule is more open than the Illinois situation, the figures are easily explained. If not, our only explanation is the differences in size in the two. The sample may not have been

comprehensive enough. The fact that more townspeople smoke steadily all day than the student population is easily explained by the fact that the student population is restricted along these lines by the school situation. The townspeople, a large proportion of which were women in the sample, have the opportunity to smoke at will during their working hours. The female population, especially, would vary in the two situations due to the fact that the townswomen are for the most part in their homes while the coed is in a social situation most of her day.

The supermarket is the most popular place to buy cigarettes for the townspeople; 42.5% of the Champaign-Urbana smokers and 40.7% of the Decatur smokers. The neighborhood grocery ranks second. The student sample shows that they prefer to buy their cigarettes in the drug store; 23.4% of Illinois' smokers and 30.8% of Millikin's smokers. It is significant to note that 31.9% of the Illinois smokers and 18.8% of the Millikin smokers purchase their cigarettes at places other than those listed. It can be assumed that vending machines account for a large part of this figure since this source wasn't listed on the questionnaire. Vending machines are located in many organized houses, restaurants, sandwich shops, and in some of the university buildings on both the campuses. A question elsewhere in the questionnaire verifies the popularity of the vending machine for it shows that 41.1% of the Illinois students buy from vending machines as do 35.9% at Millikin. The City samples show "over the counter" as the most popular media for cigarette purchases.

Generally, students buy by the single package and townspeople buy by the carton. Over one/half of Champaign-Urbana's population buys by the carton method, and just under 50% of the Decatur smokers do the

same. An average of 60% of the students buy by the single package.

The one significant fact to be seen here is that point-of-purchase advertising must be pointed to two separate classes of consumers by the means in which they buy. It would seem, judging all people in the age group by the student, that this under 25 age group has distinct characteristics which make it a market to be reached. A general advertising pattern such as advertising to the group who smoke steadily all day from early morning to late at night is not going to hit the student who has not formed the smoking habit to the point where he starts early in the morning and smokes steadily all day. It has been pointed out that the student, whether male or female, exists in two separate situations on the campus. He is a very independent, self-manuevering individual much of the time, but he is also governed by strict social codes during the rest of the day. Rules of conduct set up by the school and the social situation are his guide during this time. Advertising to this student must be specifically to him.

Conclusions

From the data that has been presented and analyzed in this report, certain conclusions have either been stated or implied. To summarize this report we will attempt to bring forward the more pertinent conclusions.

1. Old Gold cigarettes (and all cigarette brands of P. Lorillard) are considerably below their national ranking in the areas in which this survey was made.

2. Certain cigarette brands appear to have a higher consumption rate than other brands. Lucky Strike and Camels are two such brands. Old Gold also indicated a higher consumption rate, however their sample was not large enough to conclusively determine this.

3. Among the various types of cigarette, the regular type still holds the No. 1 position but filters seem to be closing in fast. In fact in Champaign-Urbana filters are smoked by 44.1% of thos interviewed.

4. The type of cigarette smoked is not substantially affected by age, except that the regular type cigarette has a higher position in the younger age group. Filters are solid in all age groups.

5. The filter tip cigarette is more preferred by women than by men.

6. The sex of the smoker influences the brand smoked. Cirtain brands appear to strongly be a man's cigarette. These are Lucky Strike, Camels and perhaps Old Golds, but not to the extent of the other two brands mentioned. The brands significantly preferred by women are L &M, Viceroy, Herbert Tareyton--all filters. The other brands in the survey seem to be preferred by each sex to more or less an equal extent.

7. Age of the smoker influences the brand smoked. This in part may be due to the effectiveness of a brand's advertising during certain years. Brands which tend to decrease with increasing age are Chesterfield,

Lucky Strike and L & M. Those increasing with increasing age are Winstons, Camels, Herbert Tareyton, Phillip Morris and Old Gold.

8. There seems to be no definite trend of cigarette brand popularity with regard to such classifications as occupation, education of head of household, number in household and family income. Within each goup there are different preferences but no general trend for the entire classification.

9. Mildness and taste show up as the most conscious reasons for liking a brand that is smoked regularly.

10. Construction of the cigarette (packing and non-uniformity) are the most conscious reasons for disliking a brand smoked regularly.

11. Brand loyalty exists to a considerable extent, indicating the importance of getting to the consumer first and hitting the hardest to establish his brand preference.

12. More than 50% of the smokers start smoking before they are 18 years of age and over 80% of them start smoking before they are 21. This indicates the importance of advertising very strongly to young people.

13. More than 50% of the smokers interviewed consume less than one pack of cigarettes per day.

14. The most popular time to smoke cigarettes is at night. This is especially true of the university group interviewed.

15. Although large grocery stores are the most popular place to purchase cigarettes, the younger age group indicates a strong preference for drug stores.

16. The carton is the most frequent purchase size for cigarettes but the younger group prefers the one package purchase.

17. Television is the most common media by which cigarette advertising reaches the consumer. Magazines have strong recognition in the younger age group, especially the college group.

18. Old Gold advertising is well remembered by smokers but this recognition does not go along with market trend as does the recognition for brands like Lucky Strike and Winstons.

19. Slogans and personalities who present the advertising have the strongest recognition. The cute and catchy type ad is highly rated by smokers.

20. The most popular brands appear to the smokers interviewed as both the most advertised and the best advertised. (Lucky Strike and Winstons).

21. The Old Gold T.V. advertising and slogan has a high rating of association of those brands of which association was asked of the respondent in this survey. Old Gold advertising seems to be well recognized, but apparently is not too effective.

Recommendations

The following recommendations are made to the P. Lorillard Company and Lennen and Newell. These are based on the conclusions and impressions which have evolved from this survey.

1. Advertising should be stressed primarily for the filter tip type of cigarette. The market trend for filters proves this. The filter brands which have had the greatest consumer acceptance are those which have been advertised separately from other brands produced by a cigarette company.

2. Some means should be taken by which the advertising can be directed at and for the young age groups. This is when smoking starts and when brand preferences are made. Many of the smokers stick with their initial brand preference.

3. Although the Old Gold advertising is well recognized, it lacks effectiveness. Therefore some means should be taken to change the type of advertising that they have engaged in. This may mean adoption of slogans which have greater popularity (cute and catchy) and/or sponsorship of more popular T.V. and radio programs. When considering advertising changes, the interests and likes of the younger age group should be highly regarded.

OLD GOLD CIGARETTE

SURVEY STUDY

The Practices and Preferences of Champaign-Urbana And Decatur, Illinois Smokers, Including Students Of Millikin University In Decatur, And Students Of University Of Illinois In Champaign, Urbana.

Prepared for

Lennen & Newell, Inc.

New York, N.Y.

by

University Of Illinois

Market Research Class.

Champaign, Illinois

May 26, 1956

May 28, 1956

Lennen & Newell, Inc.
Advertising Agency
New York, New York

Gentlemen:

In response to your request, herewith is transmitted a complete analysis of the practices and preferences of cigarette smokers.

The purpose of this report is how to improve Old Gold's position in the under 25 age group, and especially among college students.

After a comprehensive study of the Old Gold problem, the following general conclusions have been determined from the material herein submitted:

(1) Most people correctly identified Old Gold advertising.

(2) Most people disliked Old Gold because of its taste.

(3) People between the ages of 18 and 25 prefer regular size cigarettes.

(4) Students under 25 change brands less frequently than other consumers.

(5) Magazine advertising rates favorably with television advertising among students.

After an interpretative analysis, the committee offers the following recommendations:

(1) Recommend that more extensive use of point of purchase advertising and outdoor advertising be used to reach student audiences.

(2) Care should be taken in copy and layout in advertising to direct copy to 21-25 age group. Use of youthful characters would attract the younger set.

(3) Old Gold should investigate their blend. Survey shows "taste" considered unfavorable.

Considerable gathering of background information regarding previous problems of Old Gold and other cigarette brands has enabled workers of the project to become fully aware of the problems encountered in cigarette promotion and sales.

Therefore, practical and efficient conclusions have been arrived at more constructively.

The research problem has revealed that most cigarette smokers start smoking around the ages of 17 and 20; therefore, it is imperative that cigarettes producers have a thorough knowledge of consumer likes and dislikes in this age group.

Respectfully,

John Melaniphy
Lowell Robbins
Thomas Zimmer
Burton R. Berman
Robert L. Solomon
Richard Berry

INTERPRETATION OF QUESTIONNAIRE RESULTS*

About how old were you when you started smoking cigarettes regularly?

MOST PEOPLE STARTED SMOKING BETWEEN AGES 16-19.

Cities:		Universities:	
Champaign	18.3% age 18	U. of I.	30.5% age 18
Decatur	17.6% age 16	Millikin	29.1% age 17

* *

How many cigarettes do you usually smoke per day?

MOST PEOPLE SMOKE ½-1 PACK OF CIGARETTES PER DAY.
STUDENTS SMOKE MORE THAN NON STUDENTS PER DAY.

Cities:		Universities:	
Champaign	35.9%-½ to 1 pack	U. of I.	30.5%-1 pack
Decatur	37.1%-½ to 1 pack	Millikin	31.6%-1 pack

* *

What part of the day do you smoke the most cigarettes?

MOST PEOPLE SMOKE THE MOST CIGARETTES AT NIGHT.

Cities:		Universities:	
Champaign	47.1%-Night	U. of I.	71.6%-Night
Decatur	41.6%-Night	Millikin	52.1%-Night

* *

Where do you usually buy your cigarettes?

TOWN CONSUMERS BUY MOST CIGARETTES IN SUPER MARKETS.
STUDENTS BUY MOST CIGARETTES FROM A DRUG STORE.

Cities:		Universities:	
Champaign	42.5%-Supermarket	U. of I.	31.9%-Others
Decatur	40.7%-Supermarket	Millikin	30.8%-Drug Stores

* *

* % figures represent highest rank.

In this place do you buy them from a cigarette (vending) machine?

MOST CONSUMERS DON'T BUY CIGARETTES FROM A VENDING MACHINE.

Cities:		Universities:	
Champaign	82.4%-Don't	U. of I.	55.3%-Don't
Decatur	76.9%-Don't	Millikin	60.7%-Don't

* *

How many packs of cigarettes do you buy at one time?

TOWN CONSUMERS BUY MOST CIGARETTES BY CARTON (1).
MOST STUDENTS BUY CIGARETTES BY THE PACK (1).

Cities:		Universities:	
Champaign	54.9%-1 Carton	U. of I.	59.6%-1 pack
Decatur	48.4%-1 Carton	Millikin	60.7%-1 pack

* *

What brand of cigarettes are you now smoking regularly?

STUDENTS ARE SMOKING MORE LUCKY STRIKE AND PALL MALL.
TOWN CONSUMERS ARE SMOKING MORE WINSTON AND LUCKY STRIKE.

Cities:		Universities:	
Champaign	22.2% Winston	U. of I.	20.6% Lucky Strike
Decatur	16.3% Lucky Strike	Millikin	18.8% Pall Mall

OLD GOLD COMPARISON: (Old Gold Smokers)

Cities:		Universities:	
Champaign	3.9%	U. of I.	2.8%
Decatur	1.8%	Millikin	1.7%

TYPE OF CIGARETTES:

MOST STUDENTS PREFER REGULAR CIGARETTES.
TOWN CONSUMERS PREFER REGULAR AND FILTER KING.

Cities:		Universities:	
Champaign	40.5% Filter King	U. of I.	39.0% Regular
Decatur	45.2% Regular	Millikin	41.9% Regular

* *

Where are you most aware of seeing cigarette advertising?

MOST PEOPLE ARE AWARE OF SEEING MORE CIGARETTE ADVERTISING ON TELEVISION.

Cities:		Universities:	
Champaign	71.3%	U. of I.	37.0%
Decatur	71.9%	Millikin	57.0%

* *

Describe one part of a cigarette advertisement that you remember best.

MOST PEOPLE COULD REMEMBER AND DESCRIBE ADS FOR WINSTONS AND LUCKY STRIKE.

Winston

Cities:		Universities:	
Champaign	24.8%	U. of I.	9.2%
Decatur	17.2%	Millikin	18.0%

Lucky Strike

Champaign	17.0%	U. of I.	27.0%
Decatur	20.8%	Millikin	26.5%

Of those who noticed Old Gold Advertisements, and could describe and remember them:

MOST PEOPLE DESCRIBED AND REMEMBERED OLD GOLD DANCING GIRLS.

Cities:		Universities:	
Champaign	60.0%	U. of I.	64.3%
Decatur	36.4%	Millikin	71.4%

* *

Which brand of cigarette has the best advertising?

LUCKY STRIKE WAS MENTIONED MOST FOR BEST ADVERTISING.

Cities:		Universities:	
Champaign	32.7%-Lucky Strike	U. of I.	22.7%-Don't Know
Decatur	25.3%-Don't Know	Millikin	37.6%-Lucky Strike

* *

OLD GOLD ADVERTISEMENTS RATED: (What brand has best advertising?)

Cities:		Universities:	
Champaign	3.3%	U. of I.	3.5%
Decatur	6.3%	Millikin	4.3%

* *

Why? (Why does a particular brand have the best advertising?)

CONSUMERS SHOWED INDECISIVENESS IN STATING WHY PARTICULAR CIGARETTES HAD BEST ADVERTISING. APPEAL AND QUALITY RATED HIGH.

Cities:		Universities:	
Champaign	24.2%-Appealing,etc.	U. of I.	40.4%-No Answer
Decatur	32.7%-No Answer	Millikin	42.7%-Appealing,etc.

OLD GOLD DANCING GIRLS WERE IN HIGHEST RATING IN CITY OF CHAMPAIGN AND AT MILLIKIN UNIVERSITY.

* *

How do you rate the advertisements for (present brand)?

MOST RESPONDENTS RATED ADVERTISEMENTS AS "AVERAGE".

Cities:		Universities:	
Champaign	36.6%-Average	U. of I.	38.3%-Average
Decatur	32.1%-Average	Millikin	35.0%-Average

* *

Can you identify the sponsor, by cigarette brands, of the following slogans and television and radio programs?

(A) OLD GOLD SLOGAN: "Not too mild, not too strong, tastes just right all day long."

Cities:		Universities:	
Champaign	60.8%-Don't Know	U. of I.	72.3%-Don't Know
Decatur	67.0%-Don't Know	Millikin	59.0%-Don't Know

RESPONDENTS WERE UNABLE TO IDENTIFY OLD GOLD SLOGAN

(B) LUCKY STRIKE SLOGAN: "It's toasted to taste better."

Cities:		Universities:	
Champaign	79.1%-Lucky Strike	U. of I.	78.7%-Lucky Strike
Decatur	59.7%-Lucky Strike	Millikin	83.8%-Lucky Strike

HIGHEST NUMBER RESPONDENTS RECOGNIZED LUCKY STRIKE SLOGAN.

(C) WINSTON SLOGAN: "Tastes good--like a cigarette should."

Cities:		Universities:	
Champaign	62.1%-Winston	U. of I.	48.2%-Winston
Decatur	61.5%-Winston	Millikin	66.7%-Winston

HIGHEST NUMBER OF RESPONDENTS RECOGNIZED WINSTON SLOGAN.

NOTE: A leading program sponsor was chosen to compare with an old gold sponsored program.

TELEVISION AND RADIO PROGRAMS:

Who sponsors Hit Parade?

Cities:		Universities:	
Champaign	69.6%-Lucky Strike	U. of I.	84.4%-Lucky Strike
Decatur	70.6%-Lucky Strike	Millikin	94.0%-Lucky Strike

HIGHEST NUMBER OF RESPONDENTS RECOGNIZED LUCKY STRIKE AS SPONSOR OF HIT PARADE.

Who sponsors Two for the Money?

Cities:		Universities:	
Champaign	61.4%-Old Gold	U. of I.	56.7%-Old Gold
Decatur	63.3%-Old Gold	Millikin	75.2%-Old Gold

HIGHEST NUMBER OF RESPONDENTS RECOGNIZED OLD GOLD AS SPONSOR OF TWO FOR THE MONEY.

Who Sponsors Bob Cummings Show?

Cities:		Universities:	
Champaign	49.7%-Don't Know	U. of I.	46.1%-Don't Know
Decatur	46.2%-Don't Know	Millikin	54.7%-Winston

MOST RESPONDENTS FAILED TO RECOGNIZE WINSTON SPONSORS BOB CUMMINGS SHOW. MILLIKIN RATED WINSTON FAVORABLY.

CIGARETTE ADVERTISING EXPENDITURES
(in millions)

	1950	1951	1952	1953	1954	1955
	$	$	$	$	$	$
Camel	11.4	12.3	13.3	14.9	13.7	10.0
Winston	-	-	-	-	1.6	11.0
Cavalier	0.4	1.2	2.0	3.0	3.6	1.2
R. J. Reynolds	11.8	13.5	15.3	17.9	18.9	22.2
Lucky Strike	8.1	8.7	8.3	10.2	8.9	13.3
Pall Mall	1.9	1.8	4.1	6.0	6.9	9.0
Tareyton	0.8	0.8	0.9	2.0	1.8	6.5
American Tobacco Co.	10.8	11.3	13.3	18.2	17.6	28.8
Chesterfield	7.4	8.8	9.9	13.2	5.5	15.3
L & M	-	-	-	-	5.4	8.5
Fatima	1.3	2.7	3.2	0.6	-	-
Liggett & Meyers	8.7	11.5	13.1	13.8	10.9	23.8
Philip Morris	8.5	8.5	9.2	8.9	6.6	8.0
Marlboro	-	-	-	-	-	5.0
Parliament	0.4	0.4	0.4	0.4	0.9	1.0
Philip Morris	8.9	8.9	9.6	9.3	7.5	14.0
Old Gold	5.1	7.0	7.0	8.8	10.0	11.2
Kent	-	-	1.0	3.2	3.9	3.6
Embassey	0.9	0.6	1.1	-	-	-
P. Lorillard	6.0	7.6	9.8	12.0	13.9	14.8
Viceroy	0.3	0.1	0.2	0.5	3.2	10.5
Kool	0.1	0.5	0.5	0.4	0.9	0.9
Raleigh	1.1	1.1	-	-	-	0.6
Brown & Williamson	1.5	1.7	0.7	0.9	4.1	12.0

Note: Estimates based on expenditures in magazines, newspapers, Sunday Supplements, network radio, network TV. 1955 includes estimates of spot TV and is projected from 6 months data.

OBSERVATION:

American Tobacco Company spent more money for advertising in 1955 than other companies. (LUCKY STRIKE, PALL MALL, TAREYTON)

MORE UNIVERSITY STUDENTS ARE SMOKING LUCKY STRIKE AND PALL MALL THAN ANY OTHER BRAND. THIS IS CONSISTENT WITH ADVERTISING DONE ON THESE TWO BRANDS.

MORE NON STUDENTS SMOKE LUCKY STRIKE THAN ANY OTHER BRAND.

The American Cigarette Industry

Richard B. Tennant

Lucky Strike Sales and Share of the Market
August, 1918 - January, 1919

Month	Lucky Strike Sales	National tax-paid Withdrawals	Lucky Strike Share of the Market
August, 1918	414.8	3,442	12.1
September	406.4	3,403	11.9
October	321.8	3,027	10.6
November	279.8	2,987	9.4
December	220.1	2,788	7.9
January, 1919	188.7	3,079	6.1

The above figures for the sales of Lucky Strike Cigarettes demonstrate the susceptibility of the popular brand cigarette to the elasticity of the market.

In four months the relative importance of Lucky Strikes declined by fifty per cent because an increase of 3¢ per pack in price differential was in effect.

However, when Philip Morris introduced a special quality cigarette as opposed to the standard brands, it was found the market would effectively carry a 2¢ raise per pack as this quality market is more inelastic.

Do you have any reasons for not smoking other popular brands of cigarettes .....(HOW ABOUT OLD GOLD)

MOST RESPONDENTS DID NOT SMOKE OLD GOLD CIGARETTES BECAUSE THEY DISLIKED TASTE OR HAD BECOME TIRED OF THEM.

Cities:		Universities:	
Champaign	15.6%-Disliked Taste	U. of I.	22.0%-Disliked Taste
Decatur	14.9%-Tired of Them	Millikin	19.7%-Disliked Taste

* *

Sex of Respondent:

THE MAJORITY OF PEOPLE INTERVIEWED WERE MALE.

Cities:		Universities:	
Champaign	50.3%-Male	U. of I.	78.7%-Male
Decatur	56.1%-Male	Millikin	70.1%-Male

Note: The number of male students can be justified on grounds a great majority of students are male.

* *

Age of Respondent:

THE MAJORITY OF STUDENTS INTERVIEWED WERE AGED 21-25.
THE MAJORITY OF NON STUDENTS INTERVIEWED WERE AGED 30-49.

Cities:		Universities:	
Champaign	21.6%-Age 30-49	U. of I.	45.4%-Age 21-25
Decatur	27.6%-Age 30-39	Millikin	46.2%-Age 21-25

Note: The majority of people sampled were aged 21-49.

THEORY AND FACTS OF CIGARETTE SMOKING

by OTIS A. KENYON

Why do we Smoke?

The reasons given for enjoyment of smoking. The height of the different factors represents the percentage of people who mentioned the particular characteristic as a reason for enjoying cigarette smoking.

Six hundred people gave the following reasons for smoking cigarettes. The total is greater than 100% because many gave more than one reason.

65% Sociability	60% Fragrance	50% Relaxation
50% Stimulation	45% Steady Nerves	35% Smoothness
30% Quiet Hunger	25% Sight of Smoke	25% Feel to Lips
10% Feel to Hand	5% Taste	

What are the objections to Smoking?

In the same test these were the unfavorable reactions to cigarette smoking. (The same 600 people.)

35% Short of Breath	30% Irritation	30% Coughing
15% Burning	10% Nausea	5% Heart
5% Hoarseness	5% Salivation	

* *

OBSERVATION: In this survey, 5% gave "Taste" as the reason for smoking cigarettes.

In the Old Gold survey, "Taste" was listed as the main reason for not smoking "Old Gold."

REASON BY AGE GROUP FOR NOT SMOKING OLD GOLD

University of Illinois

	18		19		20		21-25		26-30		30-39	
Taste	2	25.0%	7	33.3	6	24.0	11	17.2	1	6.3		
Don't Like	1	12.5	2	9.5	4	16.0	1	1.6	2	12.5		
Not Strong					1	4.0						
All Right	2	25.0	2	9.5	*		6	9.4				
Too Sweet					2	8.0	1	1.6			1	14.3
Irritating			1	4.8	1	4.0	4	6.3	1	6.3	1	14.3
Dislike Taste			2	9.5	4	16.0	21	32.8	3	18.8	1	14.3
Haven't Tried	2	25.0	3	14.3	5	20.0	12	18.8	3	18.8		
Other			1	4.8	1	4.0	3	4.7	1	6.3	1	14.3
Smoke Them			2	9.5	1	4.0	2	3.1	1	6.3	3	42.9
Don't Know							1	1.6	1	6.3		
No Answer	1	12.5	1	4.8			2	3.1				

Observation: Most students claimed "Taste" was reason for not smoking "Old Gold."

Note: A large percentage had not tried them.

Millikin University

	18		19		20		21-25		26-30		30-39	
Taste	2	33.3	5	20.8	5	20.8	8	14.8				
Don't Like	2	33.3	4	16.7	2	8.0	7	13.0	1	20.0		
Not Strong							1	1.9				
All Right			1	4.2	2	8.6	2	3.7				
Too Sweet							1	1.9				
Irritating			1	4.2	1	4.0	5	9.3				
Dislike Taste	1	16.7	4	16.7	3	12.0	12	22.2	2	40	1	33.3
Haven't Tried	1	16.7	7	29.2	8	36.0	7	13.0				
Other			1	4.2	1	4.0	6	11.1	1	20.0		
Smoke Them			1	4.2	2	8.0	3	5.6	1	20.0	2	66.7
Don't Know							1	1.9				
No Answer							1	1.9				

REASON BY AGE GROUP FOR NOT SMOKING OLD GOLD

Decatur, Illinois

	18-20	21-25	26-30	30-39	40-49	50-59	60-69	70-over
Taste	1-16.7	8-20.5	5-11.9	5-7.8		7-21.9		
Don't Like	1-16.7	4-10.3	3-7.1	12-18.8	7-18.9	6-18.8	2-25.0	
Not Strong	1-16.7	1-2.6		2-3.1	4-10.8	2-6.3		
All Right	1-16.7	2-5.1	6-143	4-6.3	6-16.2	5-15.6		1-16.7
Too Sweet		4-10.3		2-3.1				
Irritating			8-19.0	4-6.3	2-5.4			
Dislike Taste		7-17.9	3-7.1	8-125	4-10.8	4-12.5		
Not Tried	2-33.3	2-5.1	5-11.9	5-7.8	4-10.8	3-9.4	1-12.5	
Other		6-15.4	3-7.1	3-4.7	2-5.4	1-3.1		2-33.3
Smoke Them		3-7.7	9-21.4	12-18.8	1-2.7	4-12.5	1-12.5	2-33.3
Don't Know							1-12.5	
No Answer		2-5.1		7-10.9	7-18.9		3-32.5	1-16.7

OBSERVATIONS: A very large percentage in the non-student sample had not tried Old Gold Cigarettes. In the 18-25 age group, "Taste" ranked highest for not smoking Old Gold.

Champaign, Illinois

	18-20	21-25	26-30	30-39	40-49	50-59	60-69	70-over
Taste	1-11.1	6-25.0	2-8.7	4-12.1	5-15.2	2-11.8	1-9.1	1-25.0
Don't Like	2-22.2	4-16.7	1-4.3	3-9.1	4-12.1	5-29.4	1-9.1	
Not Strong		2-8.3	1-4.3	2-6.1	1-3.0			
All Right		2-8.3	2-8.7	5-15.2	3-9.1	3-17.6	2-18.2	
Too Sweet			1-4.3	1-3.0	2-6.1		1-9.1	
Irritating	1-11.1			1-3.0	3-9.1	1-5.9	1-9.1	
Dislike Taste	1-11.1	2-8.3	8-34.8	7-21.2	3-9.1	2-11.8		1-25.0
Not Tried	4-44.4	4-16.7	3-13.0	5-15.2	4-12.1	1-5.9	1-9.1	1-25.0
Other			1-4.3	1-3.0				
Smoke Them		3-12.5	4-17.4	3-9.1	5-15.2	2-11.8	1-9.1	
Don't Know							1-9.1	
No Answer		1-4.2		1-3.0	3-9.1	1-5.9	2-18.2	1-25.0

AGE DISTRIBUTION

Ages	Decatur	Champaign	Urbana
under 5	9.7%	9.5%	8.8%
5-9	7.4	5.5	5.1
10-14	6.3	4.0	3.5
15-19	6.4	9.7	10.0
20-24	7.8	20.4	20.9
25-29	8.1	11.4	12.6
30-34	7.6	7.3	6.9
35-39	7.3	5.6	5.3
40-44	6.9	4.9	4.4
45-49	6.5	4.4	4.3
50-54	6.1	4.1	3.8
55-59	5.5	3.7	3.7
60-64	5.5	3.1	3.4
65-59	3.9	2.6	2.7
70-74	2.7	1.7	2.1
75-84	2.9	1.8	2.1
over 85	0.5	0.5	0.4
Based on population of	66,269	26,461	22,834

All data from U.S. Census of Population, 1950

NUMBER OF CIGARETTES SMOKED PER DAY BY AGES

Champaign-Urbana

	Less ½ Pk.		½-1 Pk.		1 Pack		1-1½ Pk.		1½-2 Pk.		2 Pks.-Over	
18-20	4	44.4	2	22.2	1	11.1	1	11.1			1	11.1
21-25	2	8.7	10	43.5	7	30.4	2	8.7	2	8.7	2	8.7
26-30	2	8.7	8	34.8	9	39.1	3	13.0	1	4.3		
30-39	5	15.2	14	42.4	11	33.3	2	6.1			1	3.0
40-49	8	24.2	8	24.2	9	27.3	8	24.2				
50-59	4	23.5	6	35.3	4	25.5	2	11.8			1	5.9
60-69	3	27.3	5	45.5	2	18.2	1	9.1				
70-Over	1	25.0	2	50.0	1	25.0						

Decatur, Illinois

	Less ½ Pk.		½-1 Pk.		1 Pack		1-1½ Pk.		1½-2 Pk.		2 Pks.-Over	
18-20			3	50.0	2	33.3	1	16.7				
21-25	4	10.3	19	51.4	14	37.8						
26-30	4	10.5	17	44.7	11	28.9	3	7.9	3	7.9		
30-39	6	9.8	19	31.1	30	49.2	3	4.9	2	3.3	1	1.6
40-49	9	25.0	9	25.0	10	27.8	5	13.9	2	5.6	1	2.8
50-59	7	25.0	11	39.3	7	25.0	3	10.7				
60-69	2	25.0	1	12.5	2	25.0	2	25.0			2	12.5
70-Over	2	33.3	2	33.3	1	16.7	1	16.7				
N. A.			1	100.0								

NUMBER OF CIGARETTES SMOKED PER DAY BY AGES

University of Illinois

	Less ½ Pk.	½-1 Pk.	1 Pack	1-1½ Pk.	1½-2 Pk.	2 Pks.-Over
18	2 - 25.0	2 - 25.0	3 - 37.5	1 - 12.5		
19	2 - 28.6	9 - 42.9	5 - 29.8			1 - 4.8
20	6 - 24.0	7 - 28.0	9 - 36.0	2 - 8.0	1 - 4.0	
21-25	15 - 23.4	20 - 31.3	18 - 28.1	8 - 12.5	2 - 3.1	1 - 1.6
26-30	3 - 18.8	5 - 3.3	5 - 31.3	2 - 12.5	1 - 6.3	
30-39		1 - 14.3	3 - 42.9	2 - 28.6		1 - 14.3

Millikin University

	Less ½ Pk.	½-1 Pk.	1 Pack	1-1½ Pk.	1½-2 Pk.	2 Pks.-Over
18	2 - 33.3	1 - 16.7	2 - 33.3	1 - 16.7		
19	9 - 37.5	9 - 37.5	6 - 25.0			
20	5 - 20.0	11 - 44.0	8 - 32.0	1 - 4.0		
21-25	8 - 14.8	17 - 31.5	19 - 35.2	8 - 14.8	2 - 3.7	
26-30	1 - 20.0	1 - 20.0	1 - 20.0	1 - 20.0	1 - 20.0	
30-39		2 - 66.7	1 - 33.3			

Income of Family:

MOST FAMILIES WERE IN INCOME GROUP OF $4200-$6599.

Cities:		Universities:	
Champaign	30.1%-$4200-$6500	U. of I.	19.9%-$4200-$6599
Decatur	37.6%-$4200-$6599	Millikin	29.9%-$4200-$6599

* * * *

INCOME AND POPULATION ESTIMATES, 1955

	Champaign	Urbana	Decatur
Population	44,300	25,400	69,800
Population, % of U.S.	.0273%	.0156%	.0429%
Effective Buying Income (000)	$82,434	$48,949	$126,298
Effective Buying Income, % of U.S.	.0328%	.0195%	.0503%
Per Capita Effective Buying Income	$1,861	$1,927	$1,809
Per Family Effective Buying Income	$7,295	$7,198	$5,638
Retail Sales (000)	$76,464	$21,546	$122,771
Retail Sales, % of U.S.	.0450%	.0127%	.0722%
Sales Management Index	130	107	129

All Data from Sales Management, Survey of Buying Power, 1955

INCOME DISTRIBUTION

Income	Decatur	Champaign	Urbana
less than $500	4.6%	4.5%	3.6%
$500-$999	4.3	2.6	2.0
1000-1499	4.0	4.2	4.6
1500-1999	5.1	5.5	7.1
2000-2499	8.3	8.1	8.6
2500-2999	9.7	8.8	8.0
3000-3499	12.7	11.5	11.5
3500-3999	10.1	9.4	8.7
4000-4499	8.9	7.8	8.3
4500-4999	6.8	5.5	6.6
5000-5999	9.3	9.2	10.1
6000-6999	4.8	5.8	6.8
7000-9999	4.9	7.2	6.8
10,000 and over	3.3	5.5	4.3
not reported	4.1	4.4	3.4
families	18,250	8,950	5,375
median income	$3,507	$3,637	$3,672

all figures from U. S. Census of Population, 1950

estimated median income for Champaign-Urbana, 1955 $5,045

TYPE OF CIGARETTE PREFERRED BY AGE GROUP

Millikin University

Age	Regular		King Size		Filter,Reg.		Filter,King	
18	2	33.3	2	33.3			2	33.3
19	7	29.2	7	29.2	1	4.2	9	37.9
20	9	36.0	7	28.0	1	4.0	5	20.0
21-25	27	50.0	11	20.4	1	1.9	11	20.4
26-30	3	60.0	1	20.0			1	20.0
31-39	1	33.3	1	33.3	1	33.3		

University of Illinois

Age	Regular		King Size		Filter,Reg.		Filter,King	
18	2	25.0	2	25.0			3	37.5
19	9	42.9	3	14.3			8	38.1
20	12	48.0	6	24.0	1	4.0	5	20.0
21-25	22	34.4	25	39.1	2	3.1	10	15.6
26-30	8	50.0	4	25.0			3	18.8
31-39	2	28.6	1	14.3			4	57.1

TYPE OF CIGARETTE PREFERRED BY AGE GROUP

Decatur, Illinois

Age		Regular		King Size		Filter, Reg.		Filter, King
18-20	5	83.3					1	16.7
21-25	21	53.8	8	20.5	2	5.1	6	15.4
26-30	19	45.2	5	11.9	1	2.4	11	26.2
30-39	22	34.4	16	25.-			19	29.7
40-49	15	40.5	12	32.4			4	10.8
50-59	10	31.3	7	21.9			11	34.4
60-69	5	62.5	1	12.5			2	25.-
70-Over	3	50.-	2	33.3	1	16.7		

Champaign-Urbana

Age		Regular		King Size		Filter, Reg.		Filter, King
18-20	2	22.2	1	11.1			6	66.7
21-25	8	33.3	7	29.2			8	33.3
26-30	6	26.1	9	39.1			8	34.8
30-39	12	36.4	5	15.2			12	36.4
40-49	4	12.1	16	30.3			17	51.5
50-59	5	29.4	3	17.6	1	5.9	8	47.1
60-69	3	27.3	3	27.3	1	9.1	2	18.2
70-Over	1	25.-	2	50.-			1	25.-

How long have you been smoking your present brand?

PRESENT BRANDS HAVE BEEN SMOKED FROM ONE TO TWO YEARS
STUDENTS CHANGE BRANDS LESS THAN NON STUDENTS

Cities:		Universities:	
Champaign	35.9%-1 to 2 years	U. of I.	34.8%-1 to 2 years
Decatur	25.8%-1 to 2 years	Millikin	41.0%-1 to 2 years

* *

What do you like about this brand? (Without probe)

MOST PEOPLE LIKE A MILD, FRESH TASTING CIGARETTE

Mildness

Cities:		Universities:	
Champaign	27.6%	U. of I.	21.9%
Decatur	30.6%	Millikin	25.1%

Taste

Cities:		Universities:	
Champaign	27.8%	U. of I.	28.7%
Decatur	21.9%	Millikin	43.6%

With Probe:

MOST PEOPLE WERE UNABLE TO ANSWER THE PROBING QUESTION

* *

What brands of cigarettes did you smoke regularly before your present brand?

MORE PEOPLE SMOKED LUCKY STRIKE BEFORE THEIR PRESENT BRAND

Cities:		Universities:	
Champaign	20.0%	U. of I.	15.3%
Decatur	17.1%	Millikin	15.0%

* *

Why did you switch from (name brand just prior to present brand) to present brand?

MOST PEOPLE SWITCHED IN ORDER TO GET A FILTER CIGARETTE

Cities:		Universities:	
Champaign	14.0%	U. of I.	10.6%
Decatur	9.1%	Millikin	15.4%

* *

LENGTH OF TIME PRESENT BRAND SMOKED BY AGE

Champaign-Urbana

	2 mos. or less		2 to 4 mos.		5 to 6 mos.		7 to 9 mos.		10 to 12 mos.		1 to 2 yr.		3 to 5 yr.		5 to 10 yr.		10 yr. & over	
18-20			2	22.2	1	11.1					3	33.3	2	22.2	1	11.1		
21-25	1	4.3	1	4.3							8	34.8	6	26.1	6	26.1	*	1
26-30			1	4.3			1	4.3			7	30.4	4	17.4	6	26.1	4	17.4
30-39	4	12.1	1	3.0	3	9.1					13	39.4	2	6.1	3	9.1	7	21.2
40-49	1	3.0	3	9.1	4	12.1					10	30.3	8	24.2	1	3.0	5	15.2
50-59					1	5.9					9	52.9	2	11.8			5	29.4
60-69			2	18.2	3						3	27.3			1	9.1	4	36.4
70-Over											2	50.-	1	25.-			1	25.-

Decatur, Illinois

	2 mos. or less		2 to 4 mos.		5 to 6 mos.		7 to 9 mos.		10 to 12 mos.		1 to 2 yr.		3 to 5 yr.		5 to 10 yr.		10 yr. & over	
18-20			1	16.7			1	16.7					1	16.7	2	33.3		
21-25			2	5.-	1	2.7					9	24.3	8	21.6	15	4.5	1	27.-
26-30	1	2.6			2	5.3			2	5.3	8	21.1	7	18.4	1	26.3	8	21.1
30-39			4	6.6	3	4.9	6	9.8			20	32.8	5	8.2	12	19.7	10	16.9
40-49					1	2.8	1	2.8			7	19.4	4	11.1	6	16.7	10	27.8
50-59			2	1.1					1	3.6	10	35.7	5	17.9	3	1.7	6	21.4
60-69											2	25.8					6	75.-
70-Over	1	16.7													1	16.7	2	33.3

LENGTH OF TIME PRESENT BRAND SMOKED BY AGE

Millikin University

	2 mos. or less		2 to 4 mos.		5 to 6 mos.		7 to 9 mos.		10 to 12 mos.		1 to 2 yr.		3 to 5 yr.		5 to 10 yr.		10 yr. & over	
18							2	33.3			2	33.3	2	33.3				
19			4	16.7	2	8.3	2	8.3			12	50.—	2	8.3	1	4.2	1	4.2
20			4	16.0	3	12.0	1	4.0			10	40.—	7	28.—				
21-25			4	7.4	3	5.6	2	3.7			22	40.7	19	35.2	4	7.4		
26-30											1	20.—	2	40.—	2	40.—		
30-39					1	33.3							1	33.3			1	33.3

University of Illinois

	2 mos. or less		2 to 4 mos.		5 to 6 mos.		7 to 9 mos.		10 to 12 mos.		1 to 2 yr.		3 to 5 yr.		5 to 10 yr.		10 yr. & over	
18			2	25.—	2	25.—	1	12.5			2	25.—	1	12.5				
19	1	4.8	2	9.5	3	14.3	2	9.5			10	47.6	3	14.3				
20	2	8.0	4	16.0	1	4.—			1	4.0	7	28.—	9	36.—	1	4.0		
21-25	7	10.9	6	9.4	4	6.3	2	3.1	1	1.6	23	35.9	13	20.3	7	1.9	1	1.6
26-30			2	12.5							5	31.3	4	25.0	4	25.0	1	6.3
30-39					1	14.3					2	25.6	2	28.6	1	14.3	1	14.3

RECOGNITION OF OLD GOLD SLOGAN:
"Not too mild, not too strong,
tastes just right all day long."

	18-20		21-25		26-30		30-39		40-49		50-59		60-69	
Millikin	9	37.0	11	20.4	1	20.0								
U. of I.	28	31.3	3	4.7	1	6.3	1	14.3						
Decatur	2	33.3	10	27.0	5	13.2	5	8.2	5	13.9	2	7.1	1	12.5
Champaign	4	44.4	7	30.4	5	21.7	5	15.2	7	21.2	3	17.6	4	36.4

OBSERVATION: Recognition of Old Gold Slogan is greatest in youngest college set. (18-20)

Recognition of Old Gold Slogan is greatest in youngest of city consumer set. (18-20)

THE MAJORITY OF CIGARETTE ADVERTISING WAS SEEN ON TELEVISION.

MARKET BY BRANDS - TOTAL AND CHANGE FROM 1954 TO 1955

Brands*	Regular	King	Filter	Total
Camel	77.0 - 7.2	- -	- -	77.0 - 7.2
Lucky Strike	57.0 - 1.7	- -	- -	57.0 - 1.7
Pall Mall	- -	56.0 - 5.7	- -	56.0 - 5.7
Chesterfields	34.0 - 15.0	14.0 - 7.7	- -	48.0 - 9.4
Philip Morris	17.0 - 18.3	7.0 - 14.6	- -	24.0 - 17.2
Old Gold	12.0 - 18.9	4.0 - none	4.7 new '54	20.7 - 6.1
Viceroy	- -	- -	20.1 - 34.9	20.1 - 34.9
Winston	- -	- -	19.5 new '54	19.5 - 200.0
Kool	8.3 - 6.6	4.2 - 40.0	- -	12.7 - 4.9
Herbert Tareyton	- -	8.0 - 27.3	4.0 new '54	12.0 - none
L & M	- -	- -	11.0 - 77.4	11.0 - 77.4
Raleigh	- -	7.1 - 2.7	- -	7.1 - 2.7
Marlboro	Dropped '55	- -	5.9 new '55	6.0 -
Kent	- -	- -	2.3 - 42.5	2.3 - 42.5
Parliament	- -	- -	2.2 - 18.5	2.2 - 18.5
Cavalier	- -	1.5 - 50.0	- -	1.5 - 50.0
Others	.6 - 60.0	1.6 - 38.3	.8 - 166.7	3.0 - 31.8
Total	206.1 - 9.3	103.4 - 1.6	70.5 - 94.2	380.1 - 3.1

* Business Week, December 31, 1955

SHARE OF THE MARKET BY TYPES*

TYPES:	1951	1952	1953	1954	1955
Regular	86.9%	80.1%	70.8%	61.6%	54.2%
King	12.2	18.5	26.0	28.5	27.2
Filter	.9	1.4	3.2	9.9	18.6

Share of Cigarette Market - by Company

American Tobacco	33.4%	32.9%
(Lucky Strike, Pall Mall, Herbert Tareyton)		
R. J. Reynolds (Camels, Winston, Cavalier)	25.1	25.8
Ligget and Meyers (Chesterfield, L & M)	16.3	15.6
Brown and Williamson (Viceroy, Kool, Raleigh)	9.4	10.5
Philip Morris (Philip Morris, Marlboro, Parliament)	8.7	8.5
P. Lorillard (Old Gold, Kent)	6.5	6.1

Data from Business Week, December 31, 1955

OBSERVATIONS: "Regular" types have shown steady decline in popularity from 1951-1955.

OLD GOLD SURVEY SHOWS REGULAR TYPE CIGARETTE GREATEST SELLER AMONG STUDENTS

CONSUMER ANALYSIS, 1946*

of the Champaign-Urbana Market
by the News-Gazette

Trained interviewers were used to secure the Consumer information on a house to house basis instead of using mailed questionnaires. They used an existing field force of trained interviewers in each city and the newspapers had no part in securing or compiling the information. All Consumer information was gathered during the week of July 8th, 1946 in 45 markets, gathered from the city zone only. Population: 37,366.

CIGARETTES

Do any members of your family smoke cigarettes?

"Yes" of all families		"No" of all families		Any family member smoking By Rental Groups
Percent	Number	Percent	Number	
66.9%	7596	33.1%	3758	$45 Rent and Up 64% Number:4738
				Under $45 Rent 71.9% Number:2849

Preference for Leading Brands-By Men

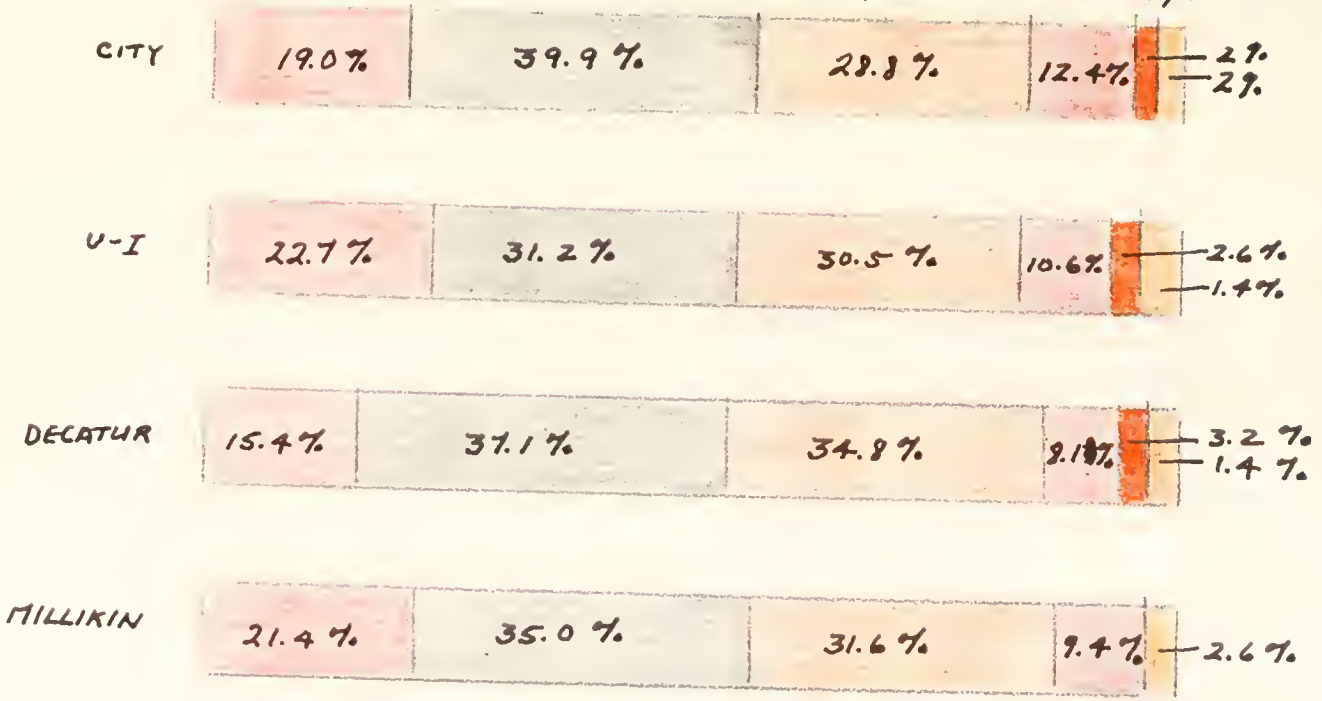
Camels	33.2%	Pall Mall	2.7
Lucky Strike	29.5	Raleigh	2.7
Chesterfield	12.3	Herbert Tareyton	1.8
Philip Morris	5.0	Miscellaneous	2.3
Old Gold	4.1	Don't Know	6.4

Preference for Leading Brands-By Women

Lucky Strike	30.9%	Kools	4.9
Camel	21.0	Pall Mall	4.9
Chesterfield	12.4	Miscellaneous	8.6
Philip Morris	12.4	Don't Know	4.9

OBSERVATIONS: NON-Student sample shows WINSTON and LUCKY STRIKE Leading in Preference in 1956 OLD GOLD SURVEY.

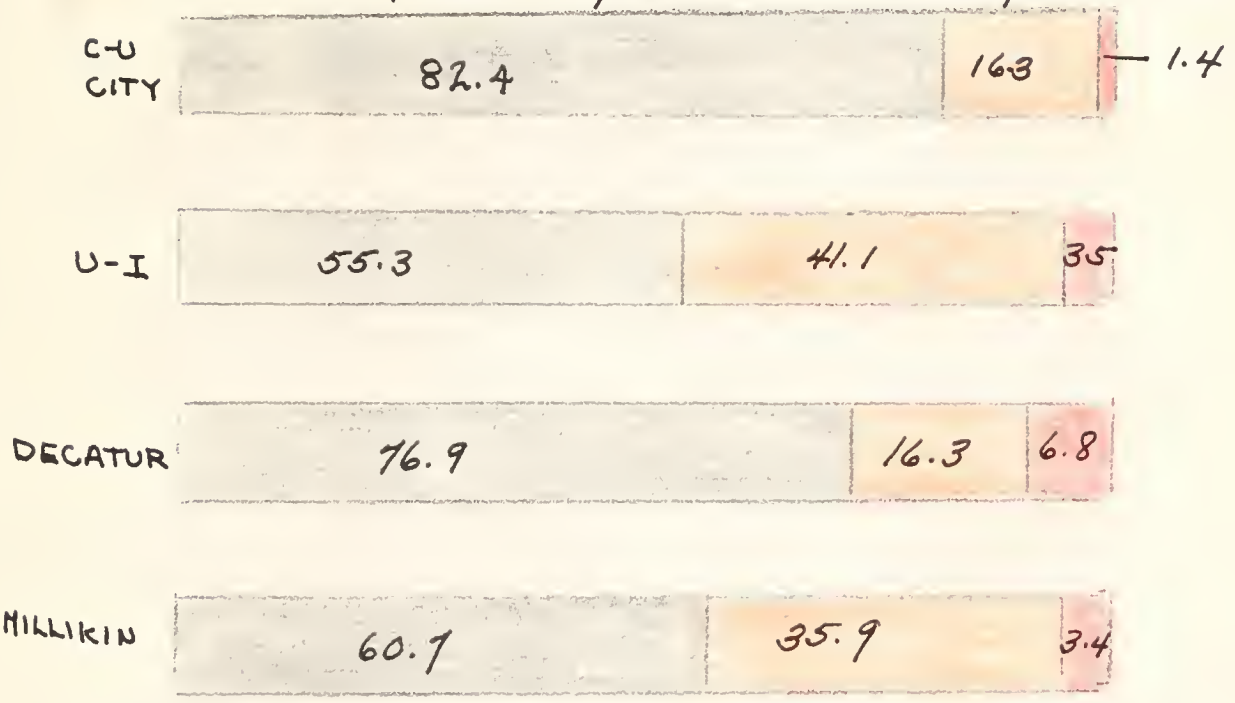
How Many Cigarettes Do You Usually Smoke Per Day?



Key-

- Less than ½ pack
- ½ to 1 pack
- 1 pack
- 1 pack to 1½ packs
- 1½ packs to 2 packs
- More than 2 packs

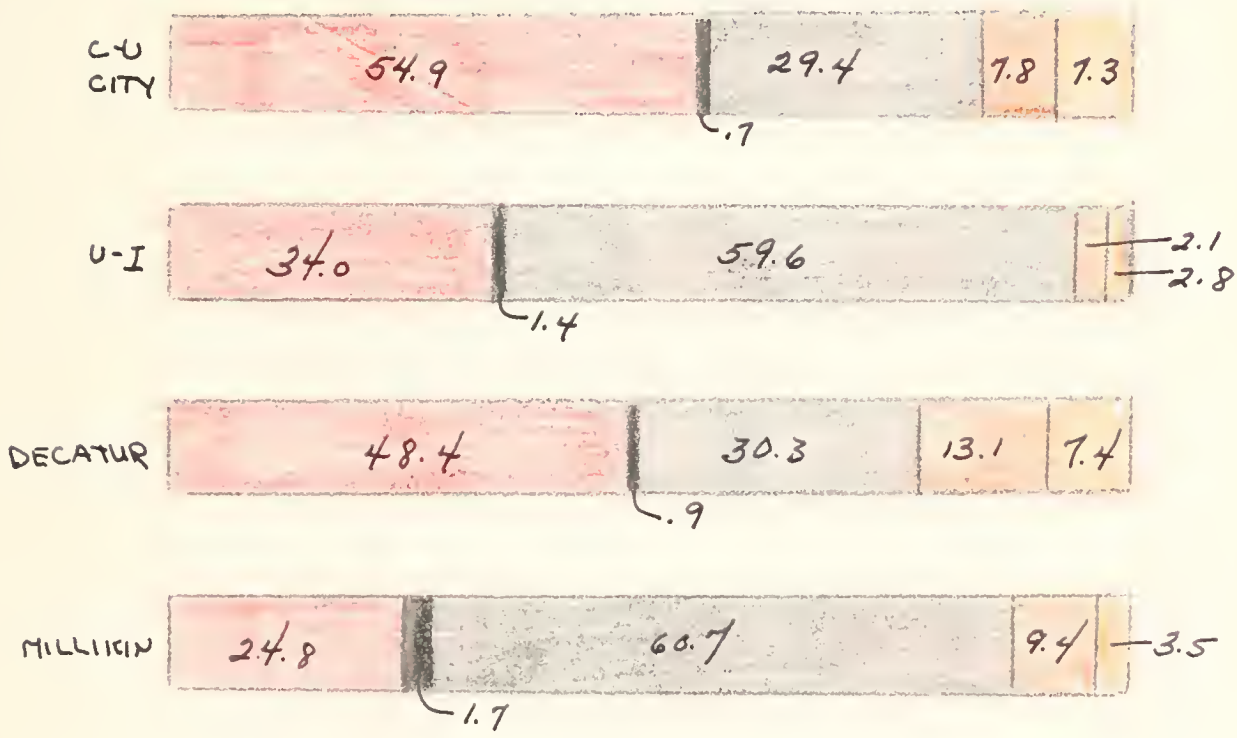
Do You Buy Your Cigarettes In A Vending Machine?



Key:

- No
- Yes
- No Answer

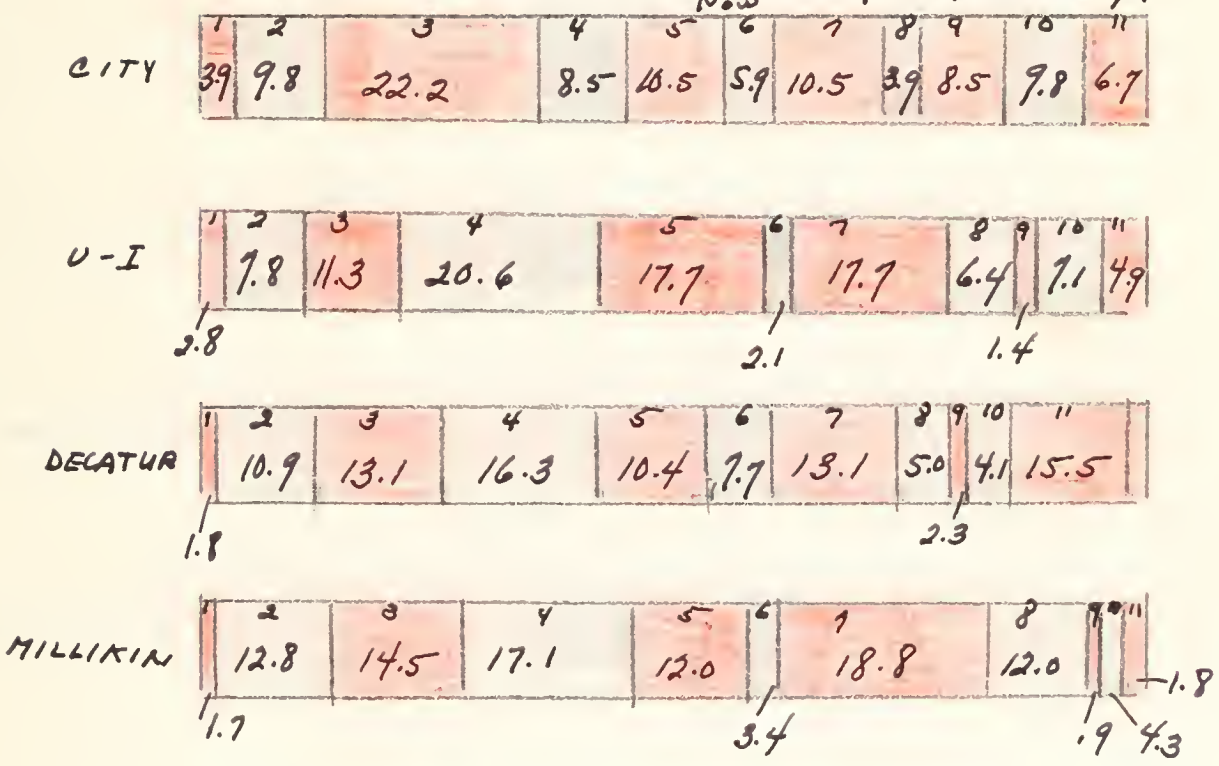
How Many Pack of Cigarettes Do You Buy At One Time?



Key-

- 1 carton
- 2 cartons
- 1 pack
- 2 packs
- 3-6 packs

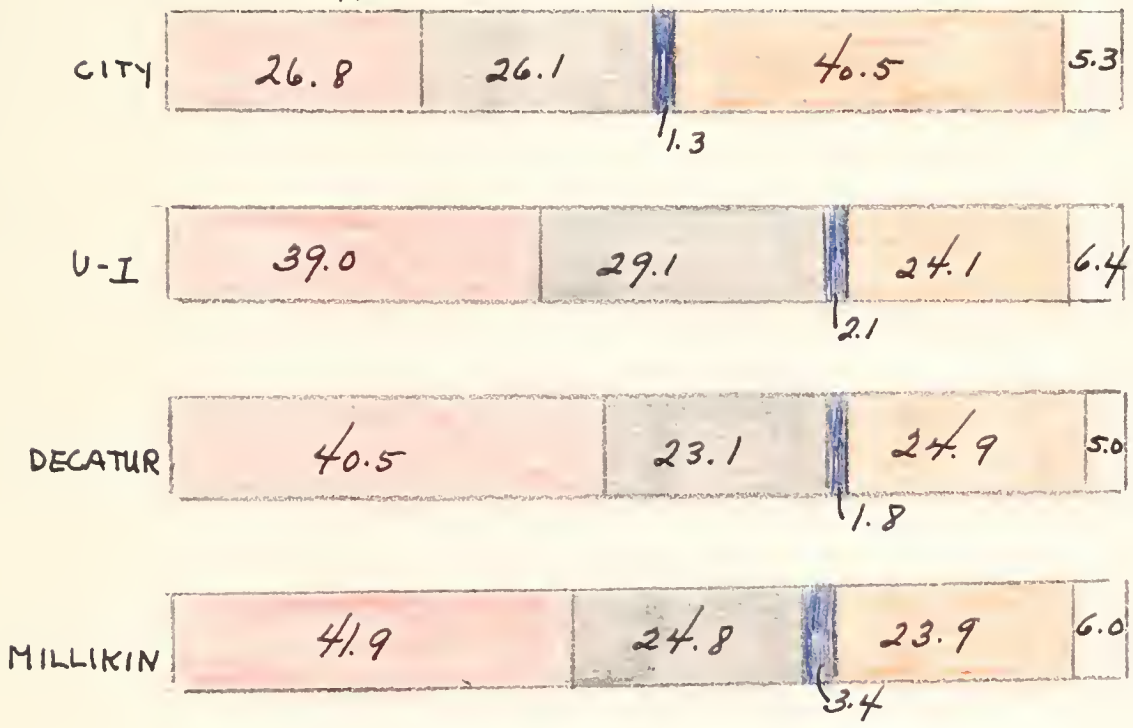
What Brand Are You Now Smoking Regularly?



Key

1. Old Gold
2. Camels
3. Winston
4. Lucky Strike
5. Chesterfield
6. Phillip Morris
7. Pall Mall
8. L & M
9. Herbert Tareyton
10. Viceroy
11. Others

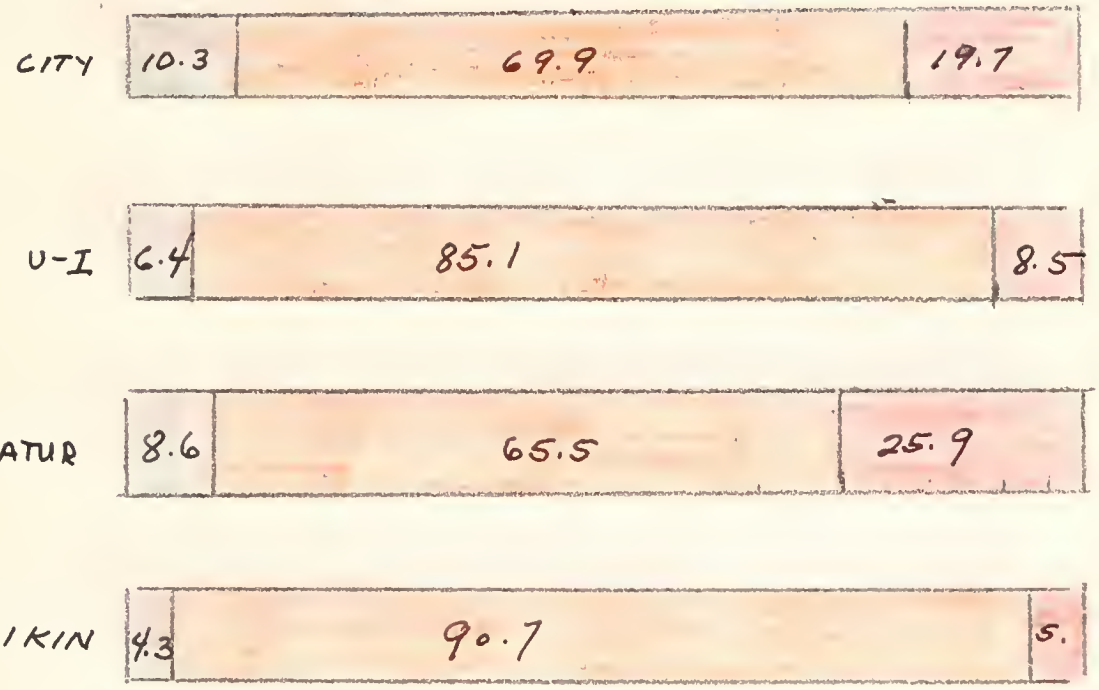
What Type OF Cigarettes Do You Smoke?



Key-

- Regular
- King Size
- Filter, Regular
- Filter, King

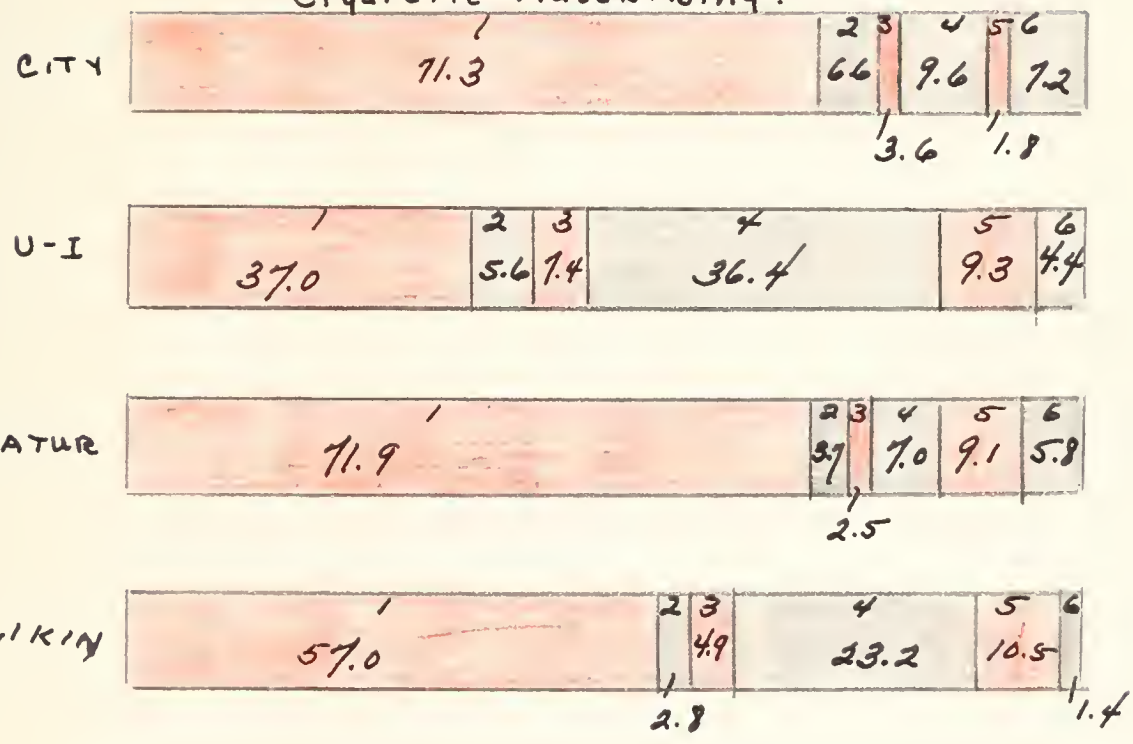
How Old Were You When You Started Smoking?



Key-

— 8-14 yrs. old
— 15-20 yrs. old
— 21 and over

Where Are You Most Aware of Seeing Cigarette Advertising?



Key-

1. - Television
2. - Radio
3. - Newspaper
4. - Magazine
5. - Signs, Displays, Others
6. - Don't Know, No Answer

OLD GOLD STUDY ANALYSIS

****

Marketing 321
Mr. DeBoer
May 29, 1956

Michael Dougherty
Gorden Hadley
Ross Rolander
Phil Bowman
Ronald Woodrick
Sam Lapatosa

CONCLUSIONS AND RECOMMENDATIONS

1. The cigarette market is changing more rapidly than at any time in its history (source - background report). A program of continual research is needed to keep up with these changes.

2. Mildness and taste are the two most important things people look for in their cigarette. These features should be stressed in advertising copy.

3. Taste was more important to college students than to their elders.

4. However, the great popularity of filter cigarettes would indicate taste may take a backseat to other considerations (i.e. mildness).

5. Only the lack of good packing and construction is noticed - people seem to take these for granted.

6. Filter cigarettes are most popular among the over-25 age group. The majority of young people are interested in regular sized cigarettes.

7. College students buy the majority of their cigarettes at drug stores and neighborhood grocery stores. Their elders tended to buy their cigarettes at supermarkets. Point of purchase advertising designed for college students would be effective.

8. Old Gold smokers tended not to know what they liked about their cigarettes.

9. Students tend to buy their cigarettes by the pack. Their elders tend to buy by the carton. Thus, point of purchase advertising in stores selling cigarettes has more of a chance of being noticed by college students than by their elders.

10. Many cigarette vending machines in the Illinois Campus area don't contain Old Gold. More promotion should be done among vending machine owners.

11. Television has a much greater advertising impact on the non-student population.

12. Magazine advertising is noticed much more by college students.

13. Television and magazine advertising are noticed in about equal proportions by college students.

14. Old Gold rated third in advertising retention. Their problems don't seem to stem from the quality of their advertising.

15. A particular feature of a cigarette brand's advertising (i.e. slogans, a particular TV program, etc.) is the thing people remember. Getting a particular feature of advertising remembered is very important.

INTRODUCTION

The introduction of this report concerns itself primarily with the pertinent background data gathered at the beginning of the survey.

Cigarette Industry

At the present time there appears to be several major changes in cigarette consumption as shown by the total share of market statistics. The change in 1952 to increasing demand for king-size cigarettes has no definite casual relationship with any known motivating force. The change in demand for filter tips in 1953 can be traced to the cancer scare in the market at that time. Whatever the cause there appears to be a definite trend toward king-size cigarettes with filters.

Probable Future Trends

A brief condensation of the cigarette industry forcasts reveals an optimistic attitude for sales in the coming years. A relatively large share of the young population is approaching smoking age. It is felt that the cancer scare is over, with long term growth resulting for the industry.

Advertising and Packaging

The advertisements done by the industry are stressing milder copy and playing down the health aspects of their advertisements. Along the line of consumer acceptance, Phillip Morris and Marlboro have brought out new package designs. Marlboro brought in new type of cigarette package, the cardboard box with a "flip top". Nearly all of the leading cigarette companies have ordered this new package packing equipment indicating a possible change in the entire industry packaging.

Number of Old Gold Smokers

Little analysis could be accomplished regarding the Old Gold smokers and their preferences. Only 16 of the 632 respondents reported smoking Old Gold. Certainly this is not substantial enough for reliable analysis.

SAMPLING TECHNIQUE

Champaign-Urbana

In the cities of Champaign and Urbana an area sample was employed. First, the city maps were examined and the blocks numbered. With the use of a table of random numbers the sample blocks were chosen and every third house on these blocks was selected to be included in the sample. The choice of the respondent was again made by random selection. In case two people living in the house smoked, a list was provided telling the interviewer which person to interview. At least one "reasonable" call-back was made in Champaign-Urbana by the interviewer.

Decatur

This same sampling technique was followed in Decatur with a few limitations. The time element in the Decatur sample was of upmost importance. Only one day was spent in this city, and quite naturally this limited the number of call-backs on each non-respondent. Therefore, of the non-respondents on the initial survey one-fourth of these were selected for call-backs at night. There were 272 not-at-homes, one-fourth of these, 68, were called on again. Seventeen of these responded and these 17 were then weighted by four. The basic assumption was the similarity of these respondents to the other non-responds. This weighting, however, increased the Decatur sample to 221, thereby lessening some of the possible error of this method.

University Samples

In both universities, Illinois and Milliken, a random selection, (unrestricted sample) was taken from lists of students attending these universities. In both cases the initial responses were low and second samples were required to bring these samples up to the desired number of respondents. These samples, nevertheless, remain unrestricted because all students had an equal chance of selection. Two main reasons for the second sample in both cases were outdated lists and the rapid turnover experienced in some universities. A further limitation was experienced at Milliken. Here again the time element restricted the number of call-backs, and a class at the University of Milliken was supplied with questionnaires and instruction. This class completed the interviewing at Milliken.

Vending Machine Sample

An additional sample was taken of the cigarettes available in cigarette vending machines in and around the University of Illinois campus. This sample was taken by the members of this report committee. The study was undertaken because of the large number of students using these machines as their main source of cigarettes. The brands included in these machines govern to a large degree the campus cigarette sales. Most of the area machines were covered by this sample.

DESIRABLE AND UNDESIRABLE FEATURES OF CIGARETTES

Introduction

What people like and don't like about a cigarette is a crucial matter. In this section we will discuss what people thought were the desirable and undesirable features of cigarettes. Special emphasis will be placed on the differences in the likes and dislikes between young people and their elders.

Mildness and Taste

Mildness seems to be very important to the average smoker. In fact, it was the most often mentioned reason given for people choosing their regular brand. Mildness, or a lack of it, was the second most mentioned reason for not smoking Old Gold, and it was especially cited by college students. More specifically, at least 5% more of the college students than townspeople made this comment.

Taste was also very important to people in the choice of their cigarette. It was much more important to college students than to townspeople. This fact was well brought out in the question concerning why people didn't smoke Old Gold. About 7% more college students than townspeople said it was because they did not like their taste.

The responses to the questions on mildness and taste would lead one to believe that Old Gold will not be able to capture a large segment of the young market without substantially changing its tobacco blend.

Old Gold Filters may overcome these disadvantages of taste and mildness. They have not been on the market long enough for people to consider them in their answers. They would certainly overcome the disadvantage of the lack of mildness.

Packing and Construction

More students than townspeople expressed interest in the packing and construction of their cigarette. They were annoyed by loose tobacco and the fact that sometimes a cigarette would sometimes tear loose from its filter. Also, the "easy drawing" feature along with the economy of a king-size cigarette were important. No significant number of respondents mentioned dissatisfaction with Old Gold's packing. However, packing was always mentioned in a negative manner - people tended to tell the interviewer when they didn't like some phase of the packing but didn't mention it when they were satisfied. One may draw the conclusion that satisfactory packing is not noticed very much - people just expect it.

Filter Considerations

It is interesting to note that about 13% of the people interviewed mentioned filters as one of the things they liked about their present brand. Since the filters have met with such enthusiasm since 1952, this fact takes on a great deal of importance. The question raised would be as to where this would leave the importance of taste. If a filter, in itself, has become important, does this mean that taste has taken a back seat? The tremendous acceptance of the Winston slogan "Tastes good like a cigarette should" would indicate it has not. Possibly this filter importance confirms the value of our findings on mildness (discussed above).

Filters probably owe much of their popularity to the fact that they cut down on irritation. Lack of irritation was mentioned about 9% of the time as one of the reasons people were smoking their present brand. About 6% of the people thought Old Gold was irritating.

Over 12% of the people said they changed brands so as to start smoking a filter cigarette. Old Gold's recent introduction of a filter cigarette would indicate that it has recognized this trend.

Less than 35% of the 21 to 25 age group preferred a filter cigarette. Our figures showed that people in the over 25 age group tended to show the greatest preference for filter cigarettes - probably because this age group tends to worry more about their health. This reflects the previously mentioned cancer scare.

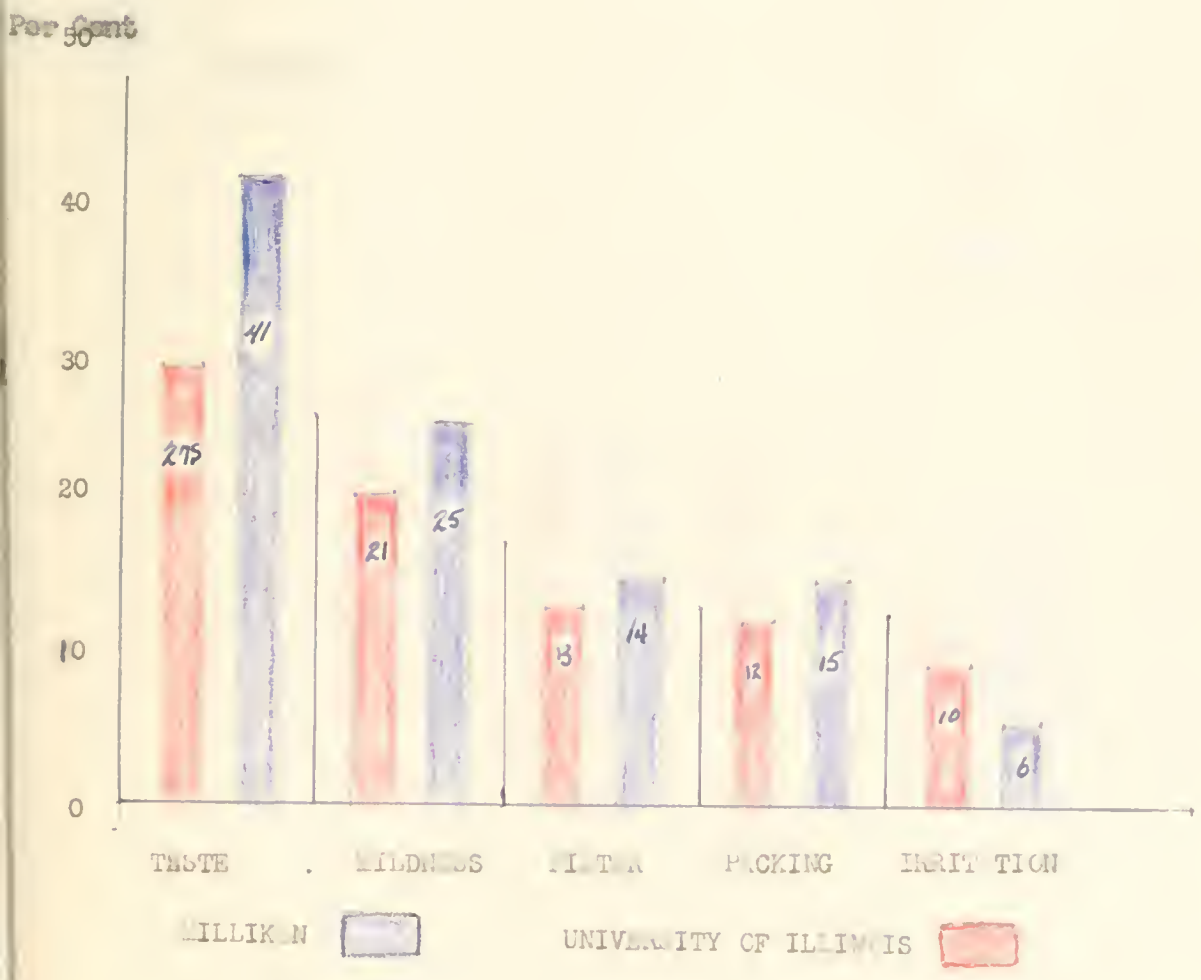
Habit

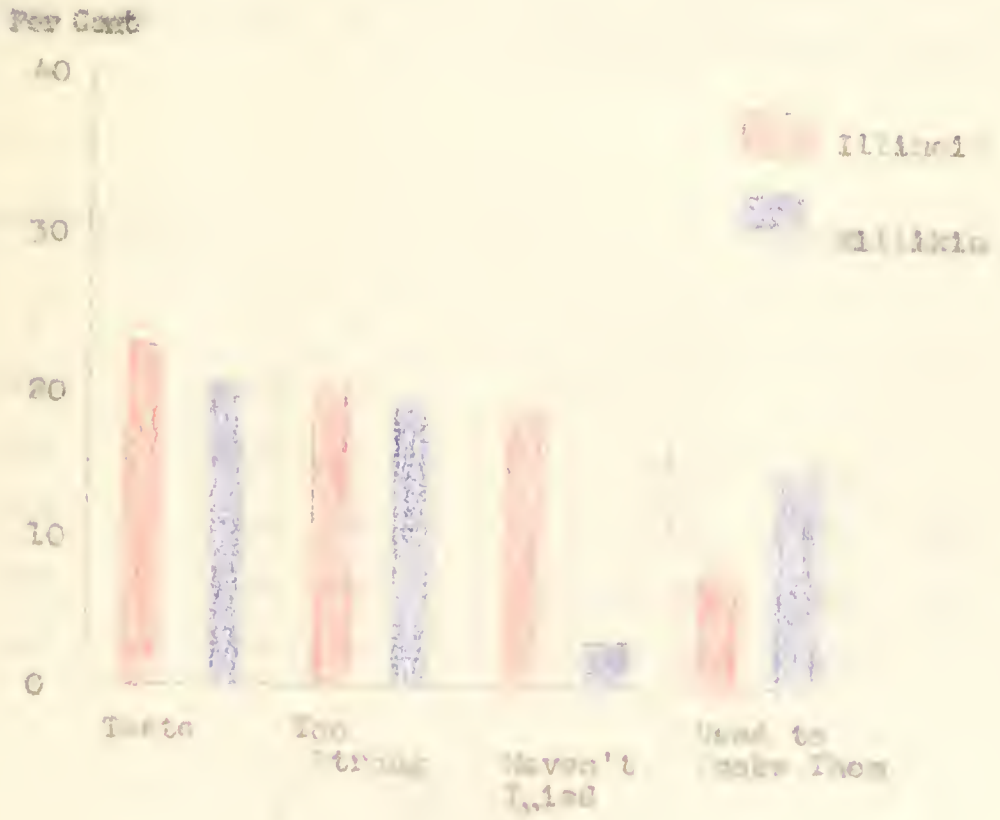
About 6% of the interviewees admitted the importance of habit in smoking their present brand. This would indicate the importance of getting people to try Old Gold. It would give a great deal of justification to the present program of giving free samples to college students.

Old Gold

When Old Gold smokers (only 16) were asked what they liked about the cigarette, 88% were unable to answer. This was a very high percentage - for many popular brands only 60% of the people smoking that brand did not answer this question.

DESIRED QUALITIES IN CIGARETTES
BY STUDENTS




Per Cent
40
30
20
10
0
Too
Never't
Used to

	1	2	3	4	5
11-15	33.6	20.5	5.1	15.4	37
16-19	45.2	11.4	2.2	26.9	36
20-29	34.4	25.0	1.0	29.7	61
30-49	40.5	32.4	0.0	17.6	36
50-59	31.3	21.9	0.0	34.4	28

	1	2	3	4	5
19					
19	29.8	20.2	4.1	37.5	34
20	38.0	24.0	4.0	20.0	25
21-30	32.0	28.0	1.0	26.0	54

	1	2	3	4	5
11-15	33.3	29.2		38.3	24
16-19	36.1	30.1		33.8	83
20-29	36.4	15.2		30.4	33
30-49	13.1	30.3		51.5	33
50-59	24.4	17.8	5.8	47.1	17

	1	2	3	4	5
19					
19	32.9	14.7		38.1	31
20	40.0	36.0	4.0	20.0	25
21-35	40.4	30.1	2.1	15.5	94
36-50	50.0	25.0		14.3	12

1
5
3
4
5

DISTRIBUTION

Where People Buy Their Cigarettes

Retail outlets for cigarettes in the Champaign-Urbana and Decatur areas are exceedingly numerous and diverse in character. We found that they were sold in drug stores, supermarkets, neighborhood grocery stores, restaurants, gas stations, delicatessens, and other places. Many of these places sell cigarettes merely for the convenience of their customers.

The people of the Champaign-Urbana area and of the Decatur area tend to purchase their cigarettes at the same types of retail outlets. The majority of the purchases are made in the markets. The percentage of the purchases which are made in the supermarkets of these areas is in the low forties, and in the neighborhood grocery stores, it is in the low thirty percent. People seem to buy their cigarettes while making their household purchases.

Campus Outlets

In general, we find that the major cigarette purchases made by the college students are made in the drug stores and neighborhood grocery stores. 23.4% of the University of Illinois students bought their cigarettes at the drug stores on and around the campus. At Millikin, it was found that 30.8% of the students polled purchased their cigarettes at the local drug stores. The 7.4% difference in the findings at the two schools is probably due to the fact that social life at Millikin has a greater tendency to center around the drug stores than does the social life of the Illini students. There is a percentage difference of 5.2 between the neighborhood grocery store purchases by the students at the two schools. 16.3% of the Illini students purchase their cigarettes in these stores, while only 11.1% of the Millikin students made their purchases in this way. This difference is probably due to the fact that more of the University of Illinois students live in other than dormitory type housing, and also because there are more neighborhood grocery stores on the campus. Most of the Millikin students who are living in other than dormitory type housing are living at home and make their cigarette purchases as the permanent residents buy their cigarettes. This would account for the fact that 21.4% of the Millikin students buy their cigarettes in the supermarkets while only 14.9% of the Illini students buy their cigarettes this way.

Purchases made in places other than those mentioned account for 45.3% of the student purchases at the University of Illinois and 36.8% of the student purchases at Millikin. This category accounts for the purchases made in delicatessens, restaurants, bars, gas stations, and other retail outlets for cigarettes. Of this 45.3% at Illinois, 31.9% come under the category listed as others. Of the 36.8% of these purchases at Millikin, 18.8% come under the others category. This would indicate the importance of purchases in student resident halls.

Quantities Purchased at One Time

Unit purchases tend to follow a set pattern. This pattern consists primarily of one pack and one carton purchases. Students at both schools tend to make one unit purchase and the permanent residents in both the areas tend to make one carton purchases.

34% of the students at Illinois buy cigarettes by the carton, while 59.6% of them buy them by the pack. 24.8% of the students at Millikin buy cigarettes by the carton, while 60.7% of them buy them by the package. The difference is probably because there are more married students attending the University of Illinois than there are at Millikin. These students, plus many others living in other than dormitory housing, buy their cigarettes at the stores where they buy their groceries.

Conversely, the permanent residents of both the areas tend to buy their cigarettes by the carton. 54.9% of the permanent residents of the Champaign-Urbana area buy their cigarettes by the carton, while only 29.4% make one unit purchases. In the Decatur area, 58.4% of the permanent residents purchase their cigarettes by the carton, while only 30.3% make one unit purchases. Many of them buy their cigarettes at the same time that they purchase groceries.

Vending Machines

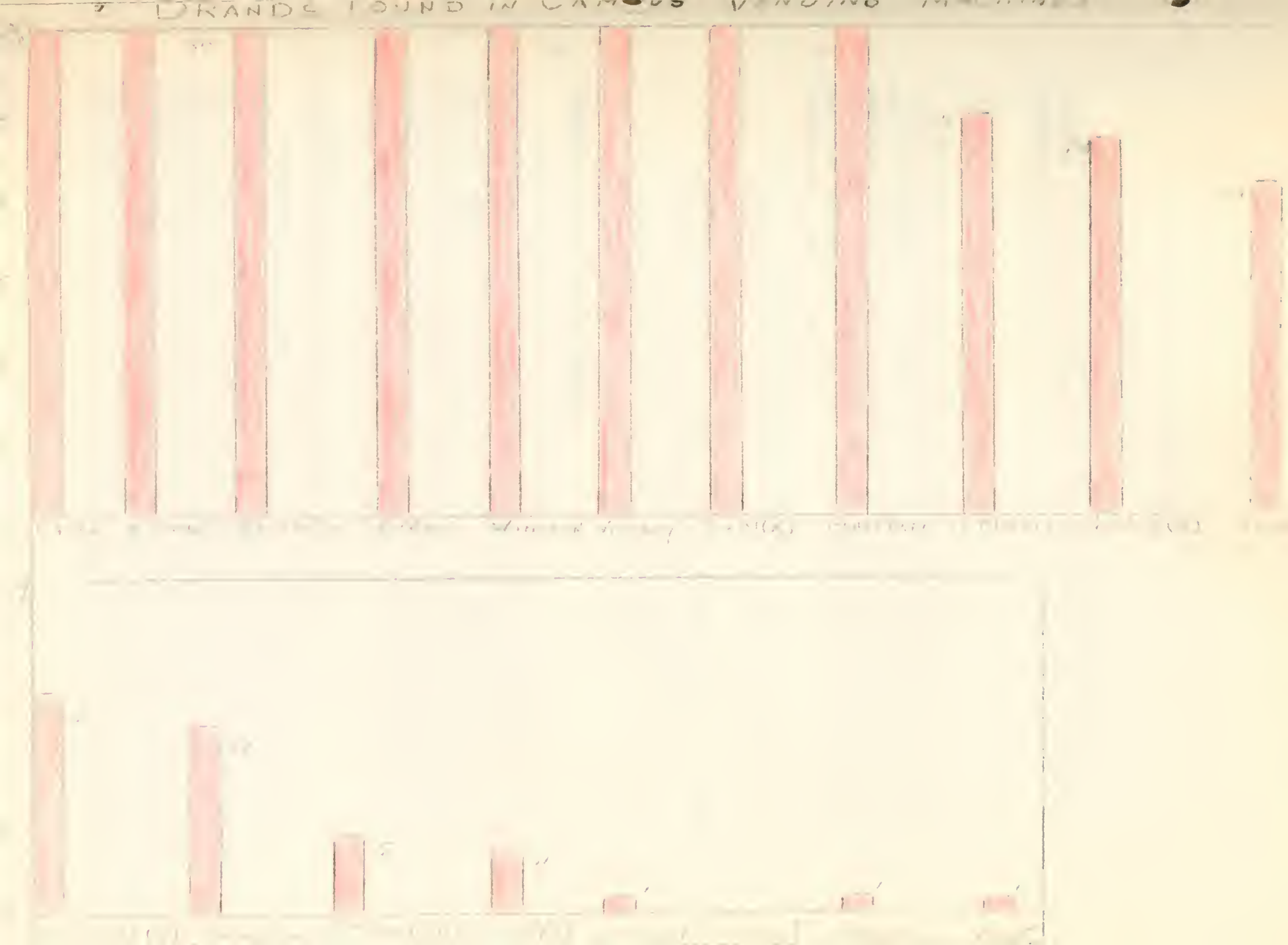
41.1% of the students at Illinois buy their cigarettes from vending machines, while 35.9% of the students at Millikin buy their cigarettes this way. 16.3% of the Champaign-Urbana residents and 16.3% of the Decatur residents purchase their cigarettes from vending machines.

Because this analysis is primarily concerned with the smoking habits of young people, this committee made a survey of thirty vending machines around the Illinois Campus. We found the major brands - Lucky Strike, Camel, and Chesterfields - were found in all thirty of the machines while only nineteen of the thirty contained Old Gold. The Old Gold cigarettes were placed in a poor location in the machines, usually to the side, which made it difficult to distinguish the various types. Sometimes there was no clue as to which of the three types of Old Golds the purchaser would receive. This was the case in the old-type machines where one can see only the bottom of the package.

Perhaps better relations among the Old Gold manufacturer, the wholesalers, and the distributors would produce more favorable distribution of the product. Increased use of placards, display cards, and other point of purchase advertising materials on and around the cigarette vending machines might also stimulate Old Gold sales.

23.4% of the students at Illinois and 23.9% of the students of Millikin purchase filter king cigarettes. Filters are even more important in Champaign-Urbana and Decatur. In the vending machine survey, we found only one machine that carried Old Gold filters. Possibly better advertising and more cooperation between wholesalers and distributors could result in a more favorable distribution of Old Gold Filters with vending machine outlets.

Also, the lack of coverage in vending machines on the Illinois Campus would indicate that many students may not even have a chance to try Old Gold.



ADVERTISING

The purpose of the following report is to interpret data that is relative to cigarette advertising, especially material of particular importance to Old Gold.

Television

The survey indicates Illinois students are less aware of TV advertising than the non-college population. It is interesting to note that Millikin students have a greater awareness of TV advertising than Illinois students. 57% of Millikin students report that they are most aware of TV advertising - this falls between the 37% reported for Illinois students and 71.6% for the non-college population. The above situation may be attributed to the following:

1. Illini students are largely housed on campus and have little access to TV.

2. A large percent of Millikin students are not housed on campus, but rather live at home or with the adult population.

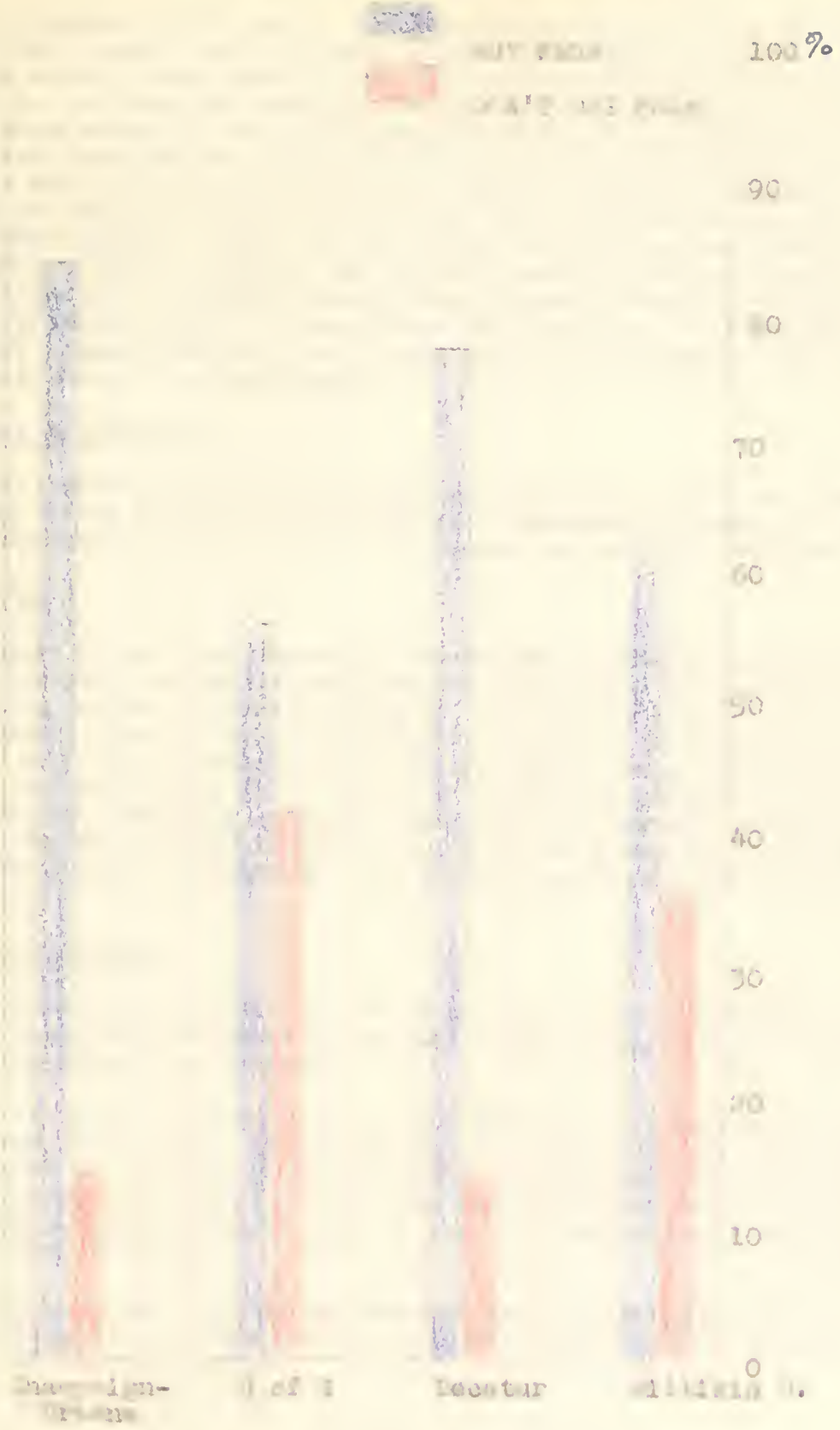
3. The transition of the Illinois' from home life to campus life is greater than that of the Millikin student.

Television and Magazines Compared

Of all media that have been reported in awareness to advertising, television and magazines have registered the most significance. Illinois students reports that they are equally aware of magazine and TV advertising. The non-student population ranks TV far ahead of magazine advertising. Millikin students continue to follow the middle-of-the-road position somewhere between both population. From this we can conclude that Illinois students distribute leisure time to reading magazines and to watching TV in almost equal proportion - the non-college population's leisure time is largely utilized peering like a goony bird at TV.

Advertising Retention and Brand Popularity Compared

Among the top cigarette brands Old Gold ranks third in retention of cigarette advertising even though it holds a weak position in regard to actual brand smoked. This inverse retention, brand-smoked condition is also true to a lesser degree for Viceroy cigarettes. For Winston and Lucky Strike the advertising recall and the actual brand smoked relationship is stable. From the Illinois student survey we find: Lucky's rank first in recall and second in brand smoked; Winston second in recall and second in brand smoked. The noticeable feature is that the actual brand smoked will not always parallel the advertising tention of an individual, but rather a particular quality of the advertisement will have a more direct bearing on the brand smoked.


100 %
90
80
70
60
50
40
30
20
10
0

The question rises, what is the particular feature? Pall Mall holds a top "brand smoked" position among Illinois students in spite of the fact that its overall advertising is insignificant in retention. As we probe further we find that the brands smoked most by Illinois students are those brands whose slogan is the predominate advertising recall factor. These brands are: Lucky Strike, Camels, Winston, Pall Mall, and Chesterfield - all of which hold the top positions in brand smoked. Slogan advertising and the ability to identify brands by their slogan has a definite correlation to the actual brand smoked. Brands not associated with slogans have relatively poor sales among college students. The Old Gold Dancing Girls and Viceroy 20,000 Filter Traps are the specific advertising appeals retained by college students; the slogan appeal of these brands rank very low. This indicates that effective slogan advertising is a strong factor in influencing the sale of a particular brand to college students.

Reactions to Advertising

Both student populations and the non-student populations were asked their reactions to the cigarette advertising they remembered the best. In general, the respondents found it difficult to remember any specific reaction.

Comparisons

Answers to questions concerning advertising remembered, brands doing the most advertising, and brands doing the best advertising are consistant. The interesting feature in these findings is that Marlboro breaks this trend in that Illinois students reported Marlboro as fourth in relation to best advertising. Only Illini students out of all the samples have recognized Marlboro as doing any significant advertising. This justifies earlier findings that campus students recognize magazine advertising more than the other groups tested. The recent advertising campaign by Marlboro through magazines indicates that magazine advertising is an effective media in reaching college students.

Old Gold Advertising

In general, the overall opinion of Old Gold advertising holds a stable position just below the four most popular brands - this is true of both the student and non-student groups.

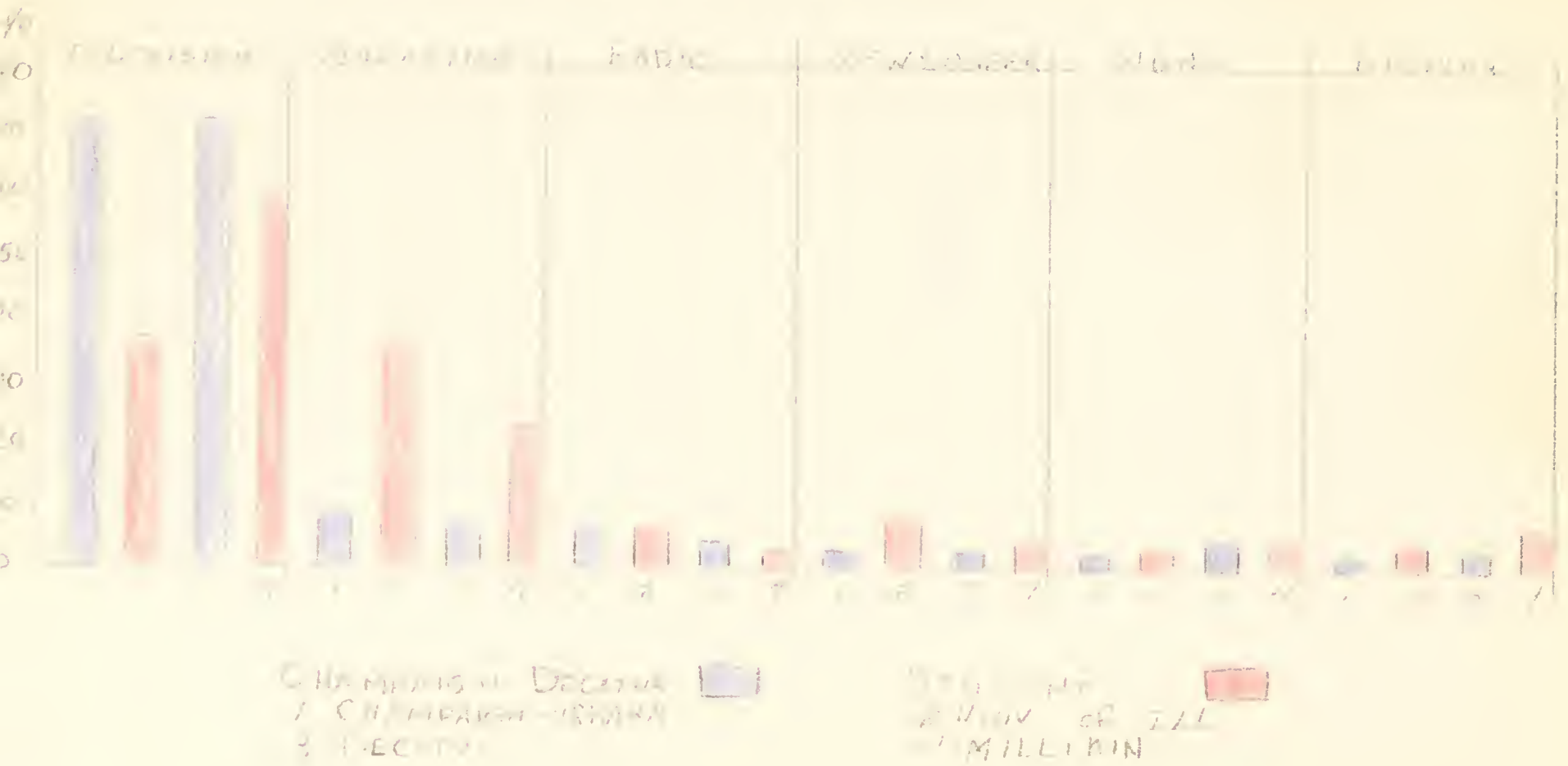
Our findings establish that Old Gold advertising reaches the consumers and is accepted by them. Somehow, in spite of this, Old Gold fails to hold its share of the market. It is felt that Old Gold advertising is good and will be accepted by college people. The failure of this to sell cigarettes to college students cannot be answered until all factors other than advertising have been resolved.

After these difficulties are corrected we feel that cigarette advertising directed toward the college student would be most effective if presented through the following media:

1. Local college radio

2. Magazines that appeal to college students

3. Local college newspapers



APPENDIX

STATISTICAL ANALYSIS

The two main areas under study are the University of Illinois and Milliken College. These two random samples can be readily interperted by standard error formulas.

U. of I.

The maximum allowable sampling error is used throughout the analysis.

$$\sigma_p = \sqrt{\frac{SS}{N}} = \sqrt{\frac{50 \cdot 50}{141}} = \sqrt{17.7} = 42.2\%$$

The mean value plus or minus 1.96 standard errors (95 % confident) will include the true mean of the population.

Milliken College

$$\sigma_p = \sqrt{\frac{SS}{N}} = \sqrt{\frac{50 \cdot 50}{117}} = \sqrt{21.36} = 4.6\%$$

The standard error of the difference as computed here can be used for all comparisons between two sample percentages.

Champaign -Urbana and U. of I.

$$\sigma_{P_1 - P_2} = \sqrt{\frac{SS}{N} + \frac{SS}{N}} = \sqrt{\frac{2500}{153} + \frac{2500}{141}} = \sqrt{16.34 + 17.7}$$

$$\sigma_{P_1 - P_2} = \sqrt{34.04} = 5.8\%$$

Champaign-Urbana and Decatur

$$\sigma_{P_1 - P_2} = \sqrt{\frac{2500}{153} + \frac{2500}{117}} = \sqrt{16.34 + 21.36}$$

$$\sigma_{P_1 - P_2} = 5.3\%$$

Champaign - Urbana and Milliken

$$\sigma_{P_1 - P_2} = \sqrt{\frac{2500}{153} + \frac{2500}{117}} = \sqrt{16.34 + 21.36}$$

$$\sigma_{P_1 - P_2} = 5.3\%$$

U. of I. and Milliken College

$$\sigma_{P_1 - P_2} = \sqrt{\frac{2500}{141} + \frac{2500}{117}} = \sqrt{17.7 + 21.36}$$

$$\sigma_{P_1 - P_2} = 6.5\%$$

These formulas are rough estimates when Champaign-Urbana and Decatur samples are used, as these samples were not unrestricted samples. However, the maximum allowable error concept used the reliability of the computed values increases.

Analysis of specific questions for significance of difference. If the computed value is less than 1.96 it is assumed that no real difference exists between the sample percentages.

Questions

What part of the day do you smoke the most cigarettes?

C-U
night 47%

U. of I.
night 71%

Critical ratio = $T = \frac{71 - 47}{5.8} = \frac{24}{5.8} = 4.13$

Quantity of cigarettes purchased at one time

C-U
1 carton 55%

U. of I.
1 carton 34%

$$T = \frac{55 - 34}{5.8} = \frac{21}{5.8} = 3.61$$

Do you buy from a cigarette vending machine?

C-U 16% yes

U. of I. 41% yes

Critical ratio = $T = \frac{41-16}{5.8} = \frac{25}{5.8} = 4.31$

Type of cigarette now smoking

Filter Ring

C-U 40%

U. of I. 23%

Critical ratio = $T = \frac{40-23}{5.8} = \frac{17}{5.8} = 2.93$

Where are you most aware of seeing cigarette advertising?

T.V.

C-U 71%

U. of I. 37%

Critical Ratio = $T = \frac{71-37}{5.8} = \frac{34}{5.8} = 5.86$

Magazines

C-U 9.6%

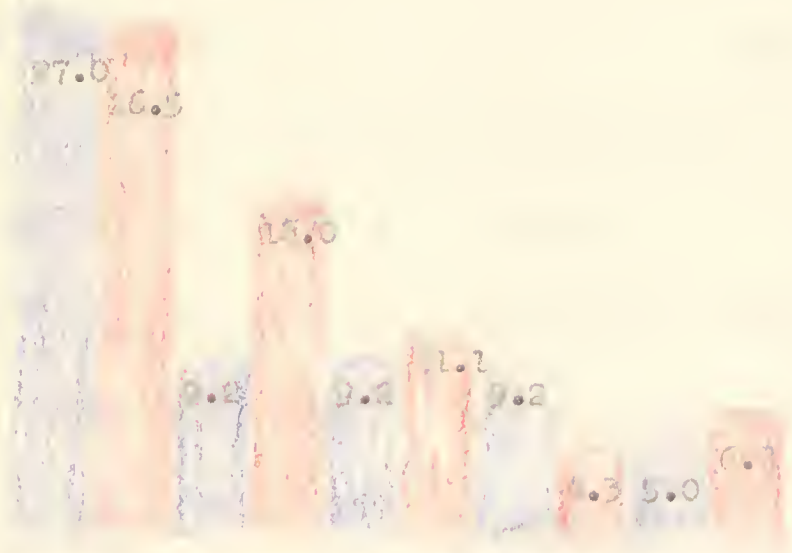
U. of I. 36.4%

Critical ratio = $T = \frac{36-9}{5.8} = \frac{27}{5.8} = 4.65$

The difference in all the above cases can be assumed to be due to a difference in the two populations, Champaign-Urbana residents and U. of I. students.

Brands by percentage

Percent



Decatur

	1	2	3	4	5	6	7	8	9	10	11	N
Cassels	3.8	23.1	11.5	11.5	0	7.7	11.5	11.5	15.4	0	3.8	26
Winston	14.1	14.3	10.7	0	0	15.2	9.1	10.2	15.2	0	9.0	28
L Strike	5.6	22.2	5.6	5.6	0	13.9	11.1	11.1	0	16.7	8.3	36
Chesterfield	12.0	20.0	4.0	0	8.0	4.0	16.0	8.0	0	8.0	20.0	25
Morris	5.6	5.6	5.6	33.2	0	11.1	22.2	5.6	11.1	0.0	0.0	17
L Hall	10.3	13.8	3.4	20.7	14.8	3.4	6.9	0	15.3	17.2	0	29
Old Gold	0	0	25.0	25.0	0	0	25	0	0	20.0	25.0	4
A M	15.4	7.7	0	7.7	0	0	15.4	23.1	30.8	0	0	11
Tarleyton	40.0	20.0	0	0	0	0	0	20.0	0	0	20.0	5
Marlboro	35.4	0	0	0	0	0	0	9.1	0	30.4	25.2	11
Viceroy	10.0	0	10.0	10.0	0	10.0	0.	20.0	10.0	10.0	10.0	10

1. tastes too strong
2. don't like them
3. not strong enough
4. all right
5. too sweet
6. irritating
7. dislike taste
8. haven't tried them
9. misc. (not complimentary)
10. don't know
11. No answer
N [illegible] size

	1	2	3	4	5	6	7	8	9	10	11	N
Camels	6.7	0	0	6.7	0	13.3	46.7	20.0	6.7	0	0	15
Lucky Strike	11.8	11.8	0	5.9	5.9	0	17.6	11.8	17.6	17.6	0	17
L. Strike	5.0	10.0	5.0	5.0	10.0	40.0	5.0	15.0	5.0	0	0	20
Chesterfield	35.7	14.3	0	0	0	14.3	7.1	28.6	0	0	0	14
P. Morris	0	25.0	0	0	0	0	25.0	25.0	0	25.0	0	4
P. Mall	27.3	27.3	0	9.1	0	4.5	4.5	22.7	4.5	0	0	22
L & M	21.4	14.3	0	0	0	0	14.3	35.7	0	7.1	7.1	14
Viceroy	40.0	20.0	0	0	0	0	0	40.0	0	0	0	5

1. tastes too strong
2. don't like them
3. not strong enough
4. all right
5. too sweet
6. irritating
7. dislike taste
8. haven't tried them
9. Misc. (not contingentary)
10. don't know
11. no answer
N Sample size

	1.	2	3	4	5	6	7	8	9	10	11	#
Canals	6.7	26.7	13.3	6.7	0	0	20.0	13.3	0	6.7	6.7	15
Kinston	14.7	11.8	0	14.7	0	5.9	11.8	23.5	0	14.7	2.9	34
L. Strike	0	7.7	7.7	15.4	15.4	7.7	15.4	15.4	0	7.7	7.7	13
Rowterfield	29.4	11.8	5.9	11.8	5.9	0	11.8 5.9	0	5.9	17.6	0	16
. Morris	11.1	0	11.1	0	0	1.1	22.2	33.1	0	0.4	11.1	9
. Hall	0	1.3	0	18.8	0	12.5	25.0	12.5	0	18.8	0	16
Ad Gold	0	0	0	16.7	0	0	0	0	0	0	83.3	
. & P	13.3	13.3	0	0	6.7	6.7	6.7	33.3	0	13.3	6.7	15
J. Mareyton	31.3	0	0	18.7	0	0	31.3	0	0	18.7	0	0
Viceroy	38.5	7.7	0	15.4	7.7	0	23.1	7.7	0	0	0	13

1. tastes too strong
2. don't like them
not strong enough
3.4. all right
5. too sweet
6. irritating
7. dislike taste
8. haven't tried them
9. Misc. (not complimentary)
10. Don't know
11. Block no answer

	% of 1 responses											
	1	2	3	4	5	6	7	8	9	10	11	N
Beale	0	9.2	0	18.2	9.1	0	18.2	36.4	0	9.1	0	11
Heaton	6.3	18.8	0	6.3	0	12.5	0	31.3	6.3	18.8	0	16
Strike	17.2	10.3	6.9	3.4	6.9	3.4	31.0	10.3	0	10.3	0	29
Chesterfield	30.0	0	0	4.0	0	13.0	24.0	18.0	0	4.0	4.0	25
Morris	0	0	0	0	0	0	0	0	0	0	0	4
Hull	13.0	4.0	4.0	18.0	4.0	26.0	14.0	4.0	0	4.0	0	25
[illegible]	22.2	0	0	0	0	0	22.2	11.1	22.2	11.1	0	9
Mccrty	60.0	10.0	0	0	0	0	10.0	10.0	10.0	0	0	10

1. twelve [illegible]
4. don't like them
3. not strong enough
4. All right
5. too sweet
6. Irritating
7. Dislike taste
8. Haven't tried them
9. Misc. [illegible]
10. Must have
11. Be aware
4. Sample size

[illegible] of I.

Brand/age	1	10	20	21/25	26/30	30/50	
Canada	0	0	0	51.5	27.3	10.2	11
Winston	6.3	25.0	12.5	5.0	6.3	12.5	16
L. Strike	6.9	17.2	31.0	31.0	13.8	0	29
Jupiter	0	24.0	32.0	36.0	8.0	0	25
Full Mall	8.0	4.0	12.0	72.0	8.0	0	25
Old Gold	7.0	25.0	0	0	50.0	25.0	4
L & M	11.1	33.3	11.1	44.4	11.1	0	9
Viceroy	20.0	20.0	10.0	30.0	10.0	0	10

Ground/ Age	15	19	20	21/25	26/30	31/39	40/49	50/59	60/69	70-		T
Cowels	8.3	0	0	20.8	25.7	16.7	20.8	0	12.5	4.2		24
Kinston	0	3.4	0	10.3	27.6	37.9	6.9	10.3	3.4			29
L. Strike	5.6	0	19.4	30.6	19.4	16.7						36
Chester.	0	0	0	17.4	4.3	34.8	4.7	21.7	4.7	4.3		21
T. Morris	0	0	0	0	17.6	29.4	11.1	35.3	0	5.9		17
Pall Mall	0	0	0	17.2	13.8	27.6	31.0	10.3	0			29
Old Gold	0	0	0	0	25.0	25.0	25.0	25.0				4
L & N	0	0	0	54.5	18.2	18.2	0	9.1				11
N. Troyton	0	0	0	0	0	20.0	20.0	20.0	20.0	20.0		5
Marlboro	0	0	0	18.2	0	45.5	0	36.4				11
Viceroy	0	0	0	33.3	11.1	11.1	33.2	11.1			11.1	9

Chesterton-Cromwell

Brand/ age	18	19	20	21/25	26/30	31/39	40/49	50/59	60/69	70-		
Camels	0	0	0	15.3	15.3	15.3	15.3	15.3	15.3			15
Winston	5.9	0	5.9	0	11.8	23.5	26.5	14.7	[illegible]	2.9		34
L. Strike	0	7.7	0	23.1	23.1	23.1	0	7.7	7.7	0	7.7	13
Chesterfield	0	6.3	0	37.5	25.0	[illegible]	6.3	6.3				16
F. Morris	0	0	0	11.1	11.1	44.4	22.2	11.1				9
Tall Mall	0	0	0	12.5	31.2	0	18.8	18.8	12.5	6.7		16
Old Gold	0	0	6	16.7	0	33.3	33.3	0	16.7			6
L & M	0	0	6.7	20.0	6.7	13.3	26.7	13.3	6.7	6.7		15
Viceroy	0	0	7.7	30.8	7.7	15.4	23.1	15.4				13

[illegible] BY AGE

[illegible] U.

[illegible] / Age	16	19	20	21-25	26/50	30/50	40/49	[illegible]
Carole	0	13.3	10.0	60.0	6.7	0	0	15
Marion	0	17.6	23.5	58.7	0	0-	0	17
L Ruiz	5.0	15.0	15.0	50.0	10.0	0	0	20
Chatterfield	0	21.4	40.7	35.7	0	0	0	
Tall Tall	4.5	27.3	27.3	36.4	4.5	0	0	22
Old Cold	0	0	0	50.0	0	0	50.0	2
L & M	21.4	21.4	7.1	35.7	0	14.3	0	14

[illegible]

Cheraw-Crown

	1	2	3	4	5	6	7	8	9	10	11
Cheraw	6.7	17.6	15.4	12.5	11.1	6.3	0	0	0	0	0
Winston	20.0	20.6	7.7	18.5	22.2	25.0	16.7	0	0	0	23.1
L. Strike	20.0	29.4	30.8	12.5	0	31.3	16.7	20.0	0	0	7.7
Chester.	6.7	2.9	7.7	31.3	22.2	18.8	16.7	26.7	0	0	23.1
F. Ferris	0	0	0	0	0	0	0	6.7	0	0	0
Pall Mall	0	0	0	0	0	0	0	6.7	0	0	0
Old Gold	6.7	2.9	7.7	0	0	6.3	16.7	0	0	0	0
L & N	0	0	0	6.3	0	0	0	13.3	0	0	0
N. Tarrytn	0	0	0	0	0	0	0	0	0	0	7.7
Marlboro	0	0	0	0	0	0	0	0	0	0	7.7
Viceroy	26.7	14.7	23.1	18.8	22.2	0	16.7	13.3	0	0	23.1
Raleigh	0	0	0	0	11.1	0	0	0	0	0	0
Chevalier	13.3	11.8	0	6.3	0	12.5	16.7	13.3	0	0	7.7
Total-N	15	34	13	16	9	16	6	15	6	0	13

1. Cheraw
2. Winston
3. L. Strike
4. Chesterfield
5. F. Ferris
6. Pall Mall
7. Old Gold
8. L & N
9. N. Tarrytn
10. Marlboro
11. Viceroy

U of I Students

	1	2	3	4	5	6	7	8	9	10	11
Oamole	9.1	0	17.2	16.0	0	12.0	25.0	20.0	0	0	10.0
Winston	18.2	12.5	0	8.0	0	12.0	24.0	11.1	0	0	20.0
L. Strike	36.4	25.0	41.4	32.0	0	32.0	25.0	22.2	0	0	50.0
Chester.	9.1	18.8	20.7	20.0	0	24.0	17.1	0	0	0	0
Tall Skil	0	0	0	4.0	0	0	0	0	0	0	0
Old Gold	0	0	0	4.0	0	0	0	0	0	0	0
L & M	0	0	6.9	0	0	0	25.0	11.1	0	0	0
Marlboro	0	0	3.9	0	0	0	0	0	0	0	0
Viceroy	18.2	31.3	6.9	0	0	16.0	0	11.1	0	0	0
Raleigh	0	0	0	4.0	0	0	0	11.1	0	0	0
Cavalier	9.1	18.8	3.4	4.0	0	4.0	0	0	0	0	0
Total-N	11	16	29	25	3	25	4	9	0	0	10

1. Camels
2. Winston
3. L. Strike
4. Chesterfield
5. [illegible]
6. Tall Skil
7. Old Gold
8. L & M
9. [illegible]
10. Marlboro
11/ Viceroy

Within 8.

	1	2	3	4	5	6
Oswego	6.7	5.9	5.0	0	9.1	0
Winston	13.3	36.3	25.0	0	27.7	0
L. Strike	20.0	29.4	25.0	50.0	45.5	50.0
Chester.	20.0	29.4	25.0	42.9	13.6	50.0
Old Gold	0	0	0	0	9.1	0
L & N	6.7	0	5.0	0	0	0
Viceroy	13.3	0	5.0	7.0	0	0
Total-N	15	17	20	14	22	2

1. Oswego
2. Winston
3. L. Strike
4. Chesterfield
5. Old Gold
6. L & M

Decatur

	1	2	3	4	5	6	7	8	9	10	11
Cecala	0	10.3	0	4.3	11.8	3.4	0	36.4	0	0	
Winston	1.3	4.3	9.6	21.7	5.9	6.9	0	9.1	20.0	0	
L. Strike	13.3	17.2	25.0	21.7	23.5	37.9	25.0	27.3	40.0	9.1	
Chester.	6.3	13.3	27.8	17.4	29.4	20.7	25.0	0	20.0	9.1	
T. Morris	0	0	0	0	0	0	0	0	0	0	
Pell Mell	0	3.4	0	0	0	3.4	0	0	0	36.4	
Old Gold	4.2	0	11.1	0	0	3.4	25.0	0	0	0	
L & N	0	0	0	0	0	0	0	9.1	0	0	
N. Shreyton	20.8	0	0	0	5.9	17.2	0	0	20.0	9.4	
Marlboro	6.3	0	0	4.3	0	0	0	0	0	0	
Viceroy	6.7	10.3	27.8	4.3	17.6	6.9	25.0	1.2	0	36.4	
Raleigh	0	0	0	0	0	0	0	0	0	0	
Chevlier	0	0	2.8	26.1	5.9	0	0	0	0	0	
Total-N	89	29	36	23	17	29	4	11	5	9	

11

1. Cecala
2. Winston
3. L. Strike
4. Chesterfield
5. T. Morris
6. Old Gold
7. L & M
8. N. Shreyton
9. Marlboro
10. Viceroy

D

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Clayton	20.8	Lucky Str.	71.6	Lucky Str.	20.6	Mill Mill	18.8
Chevrolet.	10.9	Clayton	13.1	Chevrolet.	17.7	Lucky Str.	17.1
Mill Mill	10.5	Mill Mill	12.1	Mill Mill	17.7	Overton	14.5
Oswald	9.9	Oswald	10.7	Clayton	17.3	Oswald	12.9
I. & W.	9.8	Chevrolet.	10.4	Oswald	7.8	I. & W.	12.0
Viceroy	8.5	T. Perrin	7.7	Viceroy	7.1	Chevrolet.	10.8
Lucky Str.	8.3	Berliner	5.0	I. & W.	6.4	Viceroy	8.3
Phil Morris	5.9	I. & W.	5.6	Old Gold	3.8	T. Perrin	3.4
Old Gold	3.7	Viceroy	4.1			Old Gold	2.4
Overton	3.0	Old Gold	1.8			Berliner	1.4

- [illegible] - [illegible] 1938

Camel	24.8%
Lucky S	15.2
Old Gold	11.4
Mill Mill	9.8
T. Morris	9.7
Overton	4.8
Viceroy	1.8
I. & W.	0.9
Clayton	1.8

Cigarette												
Camels	34	66	24	26	74	15	87	73	15	06	100	11
Winston	41	59	23	24	76	11	16	46	34	37	64	14
Lucky Strike	25	75	50	10	90	20	23	77	13	00	100	19
Chesterfield	30	40	23	28	72	14	44	56	16	1	84	23
Phillip Morris	47	53	17	30	70	00	66	34	9	00	00	00
Pall Mall	32	48	20	36	64	32	50	50	16	84	75	35
Old Gold	25	95	4	50	50	2	10	94	6	50	50	4
L & M	64	36	11	57	43	14	60	36	15	44	50	9
Herbert Tareyton	60	40	8	0	0	0	6	94	6	0	0	0
Marlboro	54	46	11	0	0	0	0	0	0	0	0	0
Viceroy	55	45	9	0	0	0	76	24	13	80	40	16

	1	2	3	4	5	6	7
Don't Remember	6.7	5.9	0	0	13.6		7.1
Very Good	40.0	35.3	60.0	71.4	18.2		21.5
N.A.	6.7	29.4	35.0	30.0	31.8		42.9
Clever--Cute	13.3	29.4	20.0	21.4	27.3	100.0	7.1
Excellent					4.5		7.1
Little Adv. Can Be Improved							
Below The Rest							
Don't Can For It							
Value - Honest							
Don't Know				7.1	4.5		
No Answer	13.3		5.0				7.1
Number	15	17	20	14	22	2	14

1 Female
2 Student
3 Young Girls
4 Upperclass
5 Tall Tall
6 All Girls
7 [illegible]

	1	2	3	4	5	6	7	8
Can't Remember	27.3	18.8	6.9	8.0	24.0	50.0	33.3	40.0
Very Good	18.2	25.0	3.4	0	24.0	25.0	0	30.0
O.K.	27.3	31.3	48.3	48.0	44.0	25.0	44.4	10.0
Clever--Cute	9.1	12.5	27.6	32.0	4.0		11.1	10.0
Excellent			3.4					
Little Adv. Can Be Improved	9.1							
Below the Best								
Don't Care For It								
Varies--Honest								
Don't Know								
No Answer	9.1	12.5	10.3	12.0	4.0		11.1	
Number	11	16	29	25	25	4	9	10

1 Camels
2 Winston
3 Lucky Strike
4 Chesterfield
5 Pall Mall
6 Old Gold
7 L & M
8 Viceroy

[illegible]

	1	2	3	4	5	6	7	8	9	10
Can't remember	13.3	5.9	7.7	12.5	44.4	37.5	0	40.0	0	15.4
Very good	26.7	5.9	0	6.3	11.1	6.3	50.0	13.3	0	23.1
O.K.	13.3	52.9	61.5	50.0	22.2	25.0	0	20.0	0	61.5
Clever - Cute	13.3	23.5	15.4	12.5	0	12.5	16.7	13.3	0	0
Excellent	6.7	0	15.4	12.5	0	62.0	16.7	0	0	0
Little Adv. Can be Improved	6.7	0	7.7	0	0	0	0	0	0	0
Below the Belt	0	0	0	0	0	0	0	0	0	0
Can't Have Enough	0	0	0	0	0	0	16.7	0	0	0
Varies - Honest	0	0	0	0	0	0	0	0	0	0
Don't Know	13.3	0	7.7	6.3	11.1	6.3	0	0	0	0
No Answer	6.7	5.9	0	0	11.1	6.3	0	13.3	0	0
Number	15	34	13	16	9	16	6	15	0	13

1 [illegible]
2 Clinton
3 Long Strike
4 Centerfield
5 Multi Grain
6 Salt Salt
7 Old Gold
8 L & M
9 Marlboro
10 Viceroy

	1	2	3	4	5	6	7	8	9	10
Can't remember	25.3	0	0	1.7	47.1	27.6	0	0	0	0
Very good	16.7	17.2	5.6	13.0	0	17.2	0	9.1	0	[illegible]
O.K.	25.5	13.8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Clever-cute	16.7	4.3	16.7	3.7	11.8	6.9	0	0	9.1	0
Excellent	8.0	1.3	11.0	0	5.9	6.9	[illegible]	[illegible]	0	[illegible]
Little Liv. Can be better	0	0	11.1	0	5.9	[illegible]	0	9.1	0	0
Below the mark	0	0	0	0	0	0	0	0	0	0
Don't care for it	0	0	0	0	0	0	0	0.1	0	0
Better - Honest	0	0	0	0	0	0	0	0	0	0
Don't know	19.3	0	0	4.3	[illegible]	6.9	0	[illegible]	[illegible]	0
No answer	4.2	[illegible]	0	[illegible]	5.9	[illegible]	[illegible]	0	0	[illegible]
Number	24	29	[illegible]	[illegible]	17	29	4	11	11	9

1 [illegible]
2 Winston
3 Lucky Strike
4 [illegible]
5 [illegible]
6 Pall Mall
7 Old Gold
8 [illegible]
9 Marlboro
10 Viceroy

REPORT ON THE OLD GOLD STUDY

Marketing 321

Cynthia Carlson
Irwin Goldstein
Donald Keeley
George Roberts
Richard Snyder
James Swanson

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I. INTRODUCTION

A. PURPOSES:

To gain insight into the problem of why Old Gold cigarettes do not have greater appeal to:

(1) Young smokers of college age.

(2) All smokers in general.

To gain insight into the smoking habits of:

(1) Young smokers of college age.

(2) All smokers in general.

B. METHODS USED IN GATHERING DATA:

1. Champaign-Urbana and Decatur Residents

Through the use of maps of these two communities we were able to number each and every city block. The blocks in which persons would be interviewed were then selected at random.

Each interviewer was then assigned to specific blocks and told to begin in each case on the northeast corner and proceed in a clockwise direction, calling on every third household and attempting to interview one smoker in each.

In the event there were both a male and female smoker residing in a household, the interviewer was instructed to select the interviewee according to the following sequence: Male-Female-Female-Male-Male-Female-Male-Male-Female-Male. In Decatur, on the evening of April 16, 1956, it was found that there would not be enough time to call on all the interviewees who were not at home during the day.

Accordingly, Mr. DeBoer, through the use of authorized sub-sampling procedures, selected one-fourth of these "not-at-home" interviewees for attempted evening call-backs. All subsequent completed interviews were then to be weighted by four in the final tabulations.

2. University of Illinois Students

Through random methods, a starting point at the 26th name in a current listing of University of Illinois students was selected. The name of every forty-fifth student was then selected as a prospective interviewee.

Each interviewer was then given the names of twelve selected students and told to contact as many of these as possible. In this manner we were able to secure 141 University of Illinois student interviews.

3. Millikin Students

Through random methods, a page number and line number in the Student Directory of Millikin College was selected. We then pulled out 120 student names and 30 additional reserve names as prospective interviewees. One small group of our interviewers were given the specific task of reaching as many of these Millikin students as possible; but because of the high percentage of "not-at-homes", they were able to obtain only seventeen completed interviews. Needless to say, this represented quite a disappointment to us as we could hardly expect such a small group to be representative of the entire college.

Fortunately it was then possible, through the connections of Mr. Defoer, to obtain the able assistance of a small group of advertising students at Millikin, who most obligingly agreed to do some additional interviews for the benefit of our survey.

Through similar random methods as before, another sample was drawn. In this manner we were able to secure exactly 100 additional interviews out of 340 names.

4. Special Reference to Question 17.

It seems important at this point to mention the significance of Question 17.

Our main purpose here was to determine the feelings of the interviewees toward Old Gold cigarettes. However, this had to be done in such a manner so as not to introduced bias in the replies. This meant that it would be best for the interviewees not to be allowed to realize what our ultimate purpose was regarding this topic.

To achieve this, we asked a supposedly innocent question, "Do you have any reasons for not smoking other popular brands of cigarettes like.....?". (The name of the brand to be filled in would be selected by the interviewer. It would supposedly be a brand directly comparable with the interviewee's present brand). We would then casually ask, "How about Old Gold?". It should be noted, however, that in following this procedure, we did not rule out the possibility of securing some worthwhile information from the first part of question 17.

5. Special Reference to Question 16.

It should be noted that the procedure for securing answers to this question consisted of handing each interviewee a slip of paper on which the slogans and programs to be identified were listed. The interviewee would then examine the list while the interviewer was recording all the replies.

6. Special Reference to Question 24.

Question 24 was handled in a similar manner to question 16. An income card was given to the interviewee (See Appendix) who was then asked to select the letter group in which his or her total family income fell.

C. LIMITATIONS OF THE STUDY

A possible limitation may have arisen in Decatur on the evening of April 10, 1956 when Mr. DeBoer found it necessary to weight the callbacks by four (See Section 1, Paragraph 3, in Part B of the introduction.)

Another possible limitation may have arisen because of the fact that the students who conducted this survey and interpreted its results were by no means professional researchers.

D. SCOPE

The basic elements of this report are as follows:

(1) Likes and dislikes of present brands smoked.

(2) Trend to filter tips.

(3) Advertising results.

(4) Conclusions.

II. SURVEY RESULTS

A. MAJOR REASON FOR BRAND SWITCHING

Sales figures indicate a trend over the past four years toward filter-tip cigarette smoking. The survey sample results indicate also that filter-tip cigarettes are the major reason for switching brands (re: Question 12b).

Filters are given, as shown in Table 1, as the most important reason for switching brands. This reply

TABLE NO. 1
REASONS FOR SWITCHING FROM PREVIOUS BRAND TO PRESENT BRAND

C-U City	#	%	U. of I. Students	#	%
Filter	25	14.0	Personal Reasons	18	11.2
Taste	16	9.0	Filter	17	10.6
Too Strong	15	8.4	Handier	16	9.9
Wanted a change	15	8.4	Too Strong	15	9.3
Irritated throat	14	7.9	Taste	14	8.7
Personal reasons	13	7.3	Too loosely packed	12	7.5
Handier	13	7.3	Wanted a change	10	6.2
Mild	11	6.2	Mild	9	5.6

Decatur	#	%	Millikin Students	#	%
			Filter	21	15.4
Handier	23	9.5	Taste	14	10.3
Filter	22	9.1	Wanted a change	12	8.8
Irritated throat	21	8.7	Personal reasons	9	6.6
Personal reasons	20	8.3	Irritated throat	7	5.1
Mild	19	7.9	Too strong	7	5.1
Wanted a change	16	6.6	Handier	7	5.1
Too strong	11	4.5	Too loosely packed	7	5.1
Taste	9	3.7			

ranked first or second in all four samples. It is also interesting to note that ranking of the other reasons such as taste, mildness, and throat irritation varied considerably from sample to sample. This seems to indicate, as might be expected, that a great many people are not aware of their reasons for switching brands.

In a recent Business Week article[1] it was shown that, in 1955, 18.6 percent of American smokers were smoking filter cigarettes as contrasted with 1.4 percent in 1952, and 3.2 percent in 1953. Conversely, regular size non-filter cigarette sales have slumped from 80.1 percent in 1952 to 54.2 percent in 1955.

During this four-year period the increasing trend in sales of king-size non-filter cigarettes has leveled off, and is beginning to decline. In 1952, king-size non-filters accounted for 18.5 percent of cigarette sales, and rose to 26.0 percent in 1953, and continued to 28.5 percent in 1954. In 1955 however, sales of these cigarettes declined to 27.2 percent. According to the Business Week article[2], approximately 1½ million Americans abandoned smoking between 1953 and 1954. In 1955 however, cigarette smoking increased; this increase being largely accredited to the acceptance of filter-tip cigarettes.

---

1. "Filters Win, Going Away", Business Week, December 31, 1955.
2. Ibid.

It is interesting to compare the survey figures reproduced in Table 2 with the figures quoted from Business Week.

TABLE NO. 2
TYPE OF CIGARETTE BY AREA

C-U City	#	%	U. of I. Students	#	%
Filter King	62	40.5	Regular	55	39.0
Regular	41	26.8	King Size	41	29.1
King Size	40	26.1	Filter King	33	23.4
Filter, Reg.	2	1.3	Filter, Reg.	3	2.1

Decatur	#	%	Millikin Students	#	%
Regular	100	45.2	Regular	49	41.9
Filter King	55	24.9	King Size	29	24.8
King Size	51	23.1	Filter King	28	23.9
Filter, Reg.	4	1.8	Filter, Reg.	4	3.4

In each of the four samples, percentage figures for filter cigaretts are larger than the 18.6 percent figure of Business Week. Conversely, sample percentage figures for regular size non-filters seem to be lower, while the figures for non-filters king size cigarettes appear to parallel those of Business Week.

Many of the survey results were in agreement with the findings of Business Week. For example, by referring to Table 3, it is apparent that the filter brands lost relatively fewer smokers than did non-filter cigarettes. Brands such as Lucky Strike, Camel, Chesterfield, and Pall Mall, however, appear to have lost smokers to a relatively larger extent in each of the four samples.

TABLE NO. 3
BRANDS SMOKED PREVIOUSLY

Dotted line denotes separation of Regular and King Size from Filter Tip.

C-U City	#	%	U. of I. Students	#	%
Lucky Strike	47	20.0	Chesterfield	40	21.2
Camels	36	15.3	Lucky Strike	29	15.3
Chesterfield	27	11.5	Pall Mall	23	12.2
Old Gold	20	8.5	Camels	22	11.6
Pall Mall	17	7.2	Old Gold	7	3.7
Phillip Morris	14	6.0			
L and M	8	3.4	Viceroy	7	3.7
Herbert Tareyton	7	3.0	L and M	5	3.2
Winston	6	2.6	Winston	5	2.6

Decatur	#	%	Millikin Students	#	%
Lucky Strike	56	17.1	Lucky Strike	26	15.0
Camels	51	15.5	Chesterfield	24	13.9
Chesterfield	44	13.4	Pall Mall	21	12.1
Old Gold	26	7.9	Camels	14	8.1
Pall Mall	24	7.3	Old Gold	9	5.2
Phillip Morris	23	7.0	Phillip Morris	8	4.6
Herbert Tareyton	11	3.4	Winston	7	4.0
Raleigh	7	2.1	Kools	5	2.9
Marvels	5	1.5	Herbert Tareyton	4	2.3
			L and M	2	1.2

By referring to Tables 4 and 5, it can be found for example that 75 percent of the students interviewed at the University of Illinois who now smoke Winstons regularly, formerly smoked non-filter cigarettes. Similarly, 77 percent of the Champaign-Urbana residents interviewed who now smoke L and M's regularly, formerly smoked non-filter cigarettes. By referring to the other parts of these tables, the reader will note similar trends among present L and M and Winston smokers in all four samples.

TABLE NO. 4
ANALYSIS OF WINSTON SMOKERS: CLASSIFIED
BY PREVIOUS BRANDS SMOKED

C-U City	#	%	U. of Ill. Students	#	%
Brands previously smoked			Brands previous smoked		
Chesterfield	7	21.9	Chesterfield	4	33.3
Old Gold*	5	15.6	Old Gold*	4	33.3
Phillip Morris	4	12.5	Phillip Morris	1	8.4
Pall Mall	1	3.1			
Total Switch over from non-filters	17	43.1	Total Switch over from non-filters	9	75.0
People who have always smoked Winston	5	15.6	People who have always smoked Winston	1	8.4
Other Brands	10	41.3	Other Brands	2	16.6
Total	32	100.0	Total	12	100.0

Decatur	#	%	Millikin students	#	%
Brands previously smoked			Brands previously smoked		
Pall Mall	5	17.4	Chesterfield	4	25.0
Chesterfield	3	10.7	Old Gold	4	25.0
Phillip Morris	2	7.1	Camels	3	18.8
Camels	1	3.6	Phillip Morris	2	12.5
Old Gold*	1	3.6			
Total switch over from non-filters	12	42.9	Total switch over from non-filters	13	81.3
People who have always smoked Winstons	11	39.3	People who have always smoked Winstons	2	12.5
Other Brands	5	17.8	Other Brands	1	6.2
Total	28	100.0	Total	16	100.0

*There was no way to determine what percentage of the Old Gold smokers used filter-tips, however, it is not believed that this would alter the significance of this table to an appreciable extent.

TABLE NO. 5
ANALYSIS OF L AND M SMOKERS: CLASSIFIED
BY PREVIOUS BRANDS SMOKED

C-U City	#	%	U. of Ill. Students	#	%
Brands previously smoked			Brands previously smoked		
Old Gold*	4	30.8	Camels	2	25.0
Chesterfield	2	15.4	Phillip Morris	2	25.0
Phillip Morris	2	15.4	Old Gold*	1	12.5
Lucky Strike	1	7.7			
Pall Mall	1	7.7			
Total Switch over from non-filters	10	77.0	Total Switch over from non-filters	5	62.5
People who always smoked L and M	1	7.7	People who always smoked L and M	1	12.5
Other Brands	2	15.3	Other Brands	2	25.0
Total	13	100.0	Total	8	100.0
Decatur	**#**	**%**	**Millikin Students**	**#**	**%**
Brands previously smoked			Brands previously smoked		
Camels	4	36.4	Old Gold*	5	35.7
Pall Mall	4	36.4	Phillip Morris	3	21.5
Chesterfield	1	9.0	Camels	2	14.3
			Chesterfield	2	14.3
			Lucky Strike	1	7.1
Total switch over from non-filters	9	81.8	Total switch over from non-filters	12	92.9
People who always smoked L and M	-	----	People who always smoked L and M	-	----
Other Brands	1	9.1	Other Brands	1	7.1
No Answer	1	9.1			
Total	11	100.0	Total	13	100.0

*There was no way to determine what percentage of the Old Gold smokers used filter-tips; however it is not believed that this would alter the significance of this table to an appreciable extent.

B. PRESENT BRAND SMOKED-LIKES AND DISLIKES.

In analyzing the responses to the question, "What do you like about your present brand of cigarettes?", a statistical method known as the "Chi-squared test of significant difference" was used. This test was applied to the hypothesis that the reasons given by students for smoking their present brand of cigarettes are identical to the reasons given by the respondents in the city samples.

The results proved that the hypothesis was true less than one time out of 100. It was therefore rejected at the 99 percent confidence level. This indicates that there were some differences between the reasons students and city respondents smoked their present brands of cigarettes.

The hypothesis was then proposed that there is no significant difference between the percent of city respondents and percent of student respondents giving the various individual reasons.

In testing this hypothesis it was necessary to calculate the percentage of times each reason was given. The percentages were then compared by using the "T" test (Critical Ratio) to check for any significant differences. Reasons 2, 3, 5, 6, 8, 9, and 10 involving small percentages were not significantly different. It was also found that there was no significant difference in the two populations in relation to mildness.

However, the students indicated a much greater positive awareness of the taste and construction of their cigarettes than did the city respondents. Likewise, the city respondents indicated "satisfaction" as the reason for smoking their brands more than did the students.

The "indifferent, no reason" category indicated no significan difference between the two populations, however the "no answer" category resulted in a significantly greater preponderance of city respondents.

In respect to the reasons for not smoking the suggested brands it is felt that even though bias was introduced when interviewers suggested brands to the respondent, that there were a sufficient number of brand cross sections and variations to make the given reasons valid. (See Appendix)

One of the most important questions "How about Old Golds?", was handled in exactly the same manner as the "reasons" analysis revealed. (See Appendix)

A "Chi-squared" test was made between the two cities and two student populations and it was found that there were no significant differences between them. Therefore, for tabulation purposes it was advisable to combine the student with the city sample and compare them in total.

Reasons 5, 6, 9, and 10 indicated no significant difference and were, percentage wise, not important. The taste, dislike, and too weak factors also indicated

no significant differences between the populations. However, the city respondents rated higher than the students in relation to factors 4 (allright, smoked occasionally, etc.), 11 (don't know), and 12 (no answer). This data seems to indicate that Old Gold has experienced difficulty in getting their cigarettes tested by the student consumer market.

C. CLASSIFICATION CONCLUSIONS

Even though the Old Gold smokers were limited in number, there appears to be evidence enough to conclude that the Old Gold percentage of the market in the younger age group is exceptionally small. Only one person under 30 years of age in each of the city samples smoked Old Gold.

D. ADVERTISING AWARENESS

In regard to the question "Where are you most aware of seeing cigarette advertising?", television was the leading answer in all four samples. This media was an especially predominate answer in the Champaign-Urbana, and Decatur city samples. In both city samples the percentage of respondents indicating this answer was over 70 percent. Magazine advertising ranked second in both city samples, totaling 9.6 percent in Champaign-Urbana, and 7.0 percent in Decatur. Radio was the third ranking media in Champaign-Urbana totaling 6.6 percent but was fourth in the Decatur sample, ranking just below sign advertising which claimed 4.5 percent of the respondents.

In the University of Illinois sample, television was the leading answer at 37.0 per cent, but was closely followed by magazine advertising at 36.4 percent. The failure of television to widely predominate in this sample is due, it is believed, to the fact that Illinois' students have less access to television than do permanent city residents. Newspaper advertising was third in the University of Illinois sample but dropped considerably to only 7.4 per cent.

In the Millikin University sample television was clearly the predominating media claiming 57.6 per cent of the respondents. According to the sample results, television has a greater affect on Millikin University students than on students at the University of Illinois. A probable reason for this variance is the fact that a larger percentage of Millikin students are also permanent city residents and therefore have more opportunity to view television. Magazine advertising was again second in rank at Millikin, but in this case was much closer to television at 23.2 per cent.

A table presenting the complete results of this question on advertising is presented on the next page.

TABLE NO. 6
AWARENESS OF SEEING CIGARETTE ADVERTISING

	C-U City		U.ofI.		Decatur		Millikin	
	#	%	#	%	#	%	#	%
Television	119	71.3	60	37.0	174	71.9	81	57.0
Radio	11	6.6	9	5.6	9	3.7	4	2.8
Newspaper	6	3.6	12	7.4	6	2.5	7	4.9
Magazine	16	9.6	59	36.4	17	7.0	33	23.2
Signs	2	1.2	5	3.1	11	4.5	6	4.2
Displays	1	.6	7	4.3	5	2.1	9	6.3
Other			3	1.9	6	2.5		
Don't Know	9	5.4	3	1.9	12	5.0	1	.7
No Answer	3	1.8	4	2.5	2	.8	1	.7
	167		162		242		142	

E. CORRELATION OF SPONSOR OF AD REMEMBERED BEST (15b) TO PRESENT BRAND SMOKED (9)

In relating the question on sponsor of ad remembered best with present brand smoked, there seems to be at least some degree of correlation between the two. This is especially true of the brands Winston and Lucky Strike. Both these brands ranked fourth or higher in each sample concerning the question "What brand of cigarettes are you now smoking regularly?". Both brands ranked first or second in each sample area concerning the question on sponsor of ad remembered best.

Old Gold ranked between second and fourth in each sample area as to the question on advertising. The correlation seemed to break down here, however, as Old Gold was eighth, ninth, ninth, and twelth in the four sample areas concerning the question "Brand presently smoked".

Lucky Strike was the leading brand smoked in the Illinois' student sample at 20.6 per cent. Chesterfield and Pall Mall were second at 17.7 per cent and Winston third claiming 7.8 per cent of the smokers. Old Gold ranked eighth in this area at 2.8 per cent. Lucky Strike with 27.0 per cent was first in this sample concerning the ad remembered best. Old Gold, Chesterfield, and Winston ranked next, all of 9.2 per cent. Marlboro was next at 5.7 per cent.

In the Decatur sample Lucky Strike was again the leading brand smoked with a percentage of 16.3. Pall Mall and Winston were second at 13.1 per cent. Camels and Chesterfield ranked fourth and fifth at 10.9 and 10.4 per cent respectively. Old Gold was twelfth in this sample with 1.8 per cent. Lucky Strike was first in regard to the advertising with 20.8 per cent. Winston was second in this category at 17.2 per cent followed by Old Gold and Viceroy at 5.0 per cent.

Pall Mall topped the "brands smoked" list for the Millikin sample claiming 18.8 per cent of the respondents. Lucky Strike was second at 17.1 and Winston next at 14.5 per cent. Old Gold with a percentage of 1.7 in this sample ranked ninth in a tie with Marlboro. Lucky Strike ranked first in the advertising question with a percentage of 26.5. Winston followed with 18.0 per cent and Old Gold was third with 11.1 per cent.

In the Champaign-Urbana sample Winston was the leading brand smoked with 22.2 per cent followed by Chesterfield and Pall Mall at 10.5 per cent. Lucky Strike and L & M followed at 9.8 per cent. Old Gold rated ninth in this sample with a percentage of 3.9 and was tied with Herbert Tareyton. Winston with a 24.8 percentage led in the ad remembered best category and was followed by Lucky Strike at 17.0 per cent. Viceroy was third with 7.8 per cent and Old Gold ranked fourth claiming 5.9 per cent of the respondents.

A complete tabulation of the results concerning question 15b can be found in the appendix.

F. CORRELATIONS OF QUESTIONS 15c, 15d, and 15e WITH BRANDS PRESENTLY SMOKED

There appears to be no consistent correlation between the cigarette now being smoked by the respondent and his opinion of what cigarette does the best advertising. There also appears to be no relationship between his opinion of the most and best advertised cigarette. However, there appears to be a fair degree of consistency between brand smoked and the most advertised cigarette for certain brands.

This consistency seems to be the greatest for Luckies, Chesterfields, and Winstons in that order. There is no pattern for the other brands. The pattern for Lucky Strike ranges from 25 per cent to 40 per cent and averages about 35 per cent. This means that for the 98 respondents who

smoked Lucky Strike, about 35 per cent of them said Lucky Strike did the most advertising. These 98 respondents are the total for the four populations sampled. For Winstons the average was about 27 per cent from 96 regular smokers. The range was from 12 per cent to 45 per cent. This 12 per cent ratio seems to be out of line with the other three percentages of 44, 35, and 20, however for Chesterfields the average was about 38 with a range of 17 per cent - 43 per cent from the 98 smokers. Old Gold range was 0.0 per cent to 25 per cent with an average of 20 per cent since the Millikin and University of Illinois students did not mention them as doing the most advertising even though they smoked them. The total number of people smoking Old Golds was 16. Six of these were in Decatur, four were Millikin students, four were in Champaign-Urbana, and two were University of Illinois students.

The last correlation in this section is that of the consistency of answers of brands smoked presently to what smokers think of their brand's advertising. Again the greatest consistency was in Luckies, Chesterfields, and Winstons. About half of the Lucky Strike smokers said Lucky Strike's advertising was average. The same percentage was true for Chesterfield smokers. Half of the Winston smokers gave one of two answers as prevalent. They either said the advertising was average or superior. The split of this half was

approximately divided between the two answers. Old Gold didn't fair so well. Three Decatur smokers said Old Gold's advertising was average and they were indifferent to it. The two Millikin smokers said it was superior. Two Champaign-Urbana Old Gold smokers said it was poor, one said it was superior, and one was indifferent to it. One University of Illinois student said that he had not noticed Old Gold's advertising and one said it was poor. The main opinion of advertising from the various brand smokers was either average or superior. A slightly greater emphasis was on average.

G. RECOGNITION OF SLOGANS, AND RADIO AND TELEVISION SPONSORSHIP

The procedure followed in obtaining recognition of sponsors of slogans, television and radio programs, was to hand the respondent a card with the slogans and programs listed, and have the respondent name the sponsors recognized.

The slogans used were selected from several current magazine advertisements. The percentage of recognition varies rather widely for the brands selected, however in every instance the correct brand had a greater percentage of recognition than did other brands named for a particular slogan.

As shown in Table 7, the Old Gold percentage of slogan recognition is considerably lower than some of the other leading brands.

TABLE NO. 7
PER CENT OF SLOGAN RECOGNITION

Slogan for:	C-U City %	U. of I. %	Decatur %	Millikin %
Old Gold	23.5	[illegible]	13.6	17.9
Camels	16.3	24.1	12.7	17.9
Lucky Strike	79.1	78.7	59.7	83.8
Pall Mall	15.0	44.6	13.1	39.3
Winston	62.1	48.2	61.5	66.7
Chesterfield	39.2	38.3	35.7	38.5

When evaluating the recognition results of the television and radio sponsorship, there are factors to consider not present in the slogan recognition questions. These factors appear to be:

(1) The popularity of the program.

(2) The type of program and its appeal to particular audiences.

(3) The time and day the program is heard or seen.

(4) Whether the program is presented on television and radio, television alone, or radio along.

(Television advertising has been shown to have greater impact on audiences than radio.) Considering the above factors it is interesting to note, from Table 8, that the recognition of sponsors by University of Illinois students is, on the whole, consistently lower than the other three populations in the survey. This appears to further validate the results of the question, "Where are you most aware of seeing cigarette advertising?"

TABLE NO. 8

PER CENT OF SPONSORSHIP RECOGNITION
FOR RADIO AND TELEVISION PROGRAMS

Program and sponsor	C-U City %	U. of I. %	Decatur %	Millikin %
Two for the Money (Old Gold)	61.4	56.7	63.3	75.2
Hit Parade (Lucky Strike)	69.9	84.4*	70.6	94.0*
Bob Cummings Show (Winston)	44.4	33.3	42.5	54.7
Crusader (Camels)	32.0	11.3	20.8	12.0
I've Got a Secret (Winston)	60.8	26.2	63.8	59.0
Jack Benny (Lucky Strike)	66.0	51.1	60.6	76.1
Dragnet (Chesterfield)	51.6	46.8	48.0	59.8
The Line-Up (Viceroy)	7.8	3.5	10.0	10.3
Gunsmoke (Chesterfield)	17.0	17.0	21.3	31.6

*The inconsistency here is believed to be that this program appeals more to the younger population of students than to the city sample.

~~advertising.~~" The Old Gold sponsored "Two for the Money," television and radio program ranked favorably with the other leading brands in sponsor recognition. No other brand was mentioned a significant number of times to indicate any confusion of its sponsorship. This was found to be the case in all the programs listed. That is, the respondent either knew the correct sponsor or indicated he or she didn't know. Of course a few were uncertain and guessed wrong, but the number of respondents doing this was relatively small.

III. CONCLUSIONS

1. Between Champaign-Urbana to Decatur and between the University of Illinois and Millikin there were no significant differences in the following questions; but between all students to all city respondents there were significant differences:

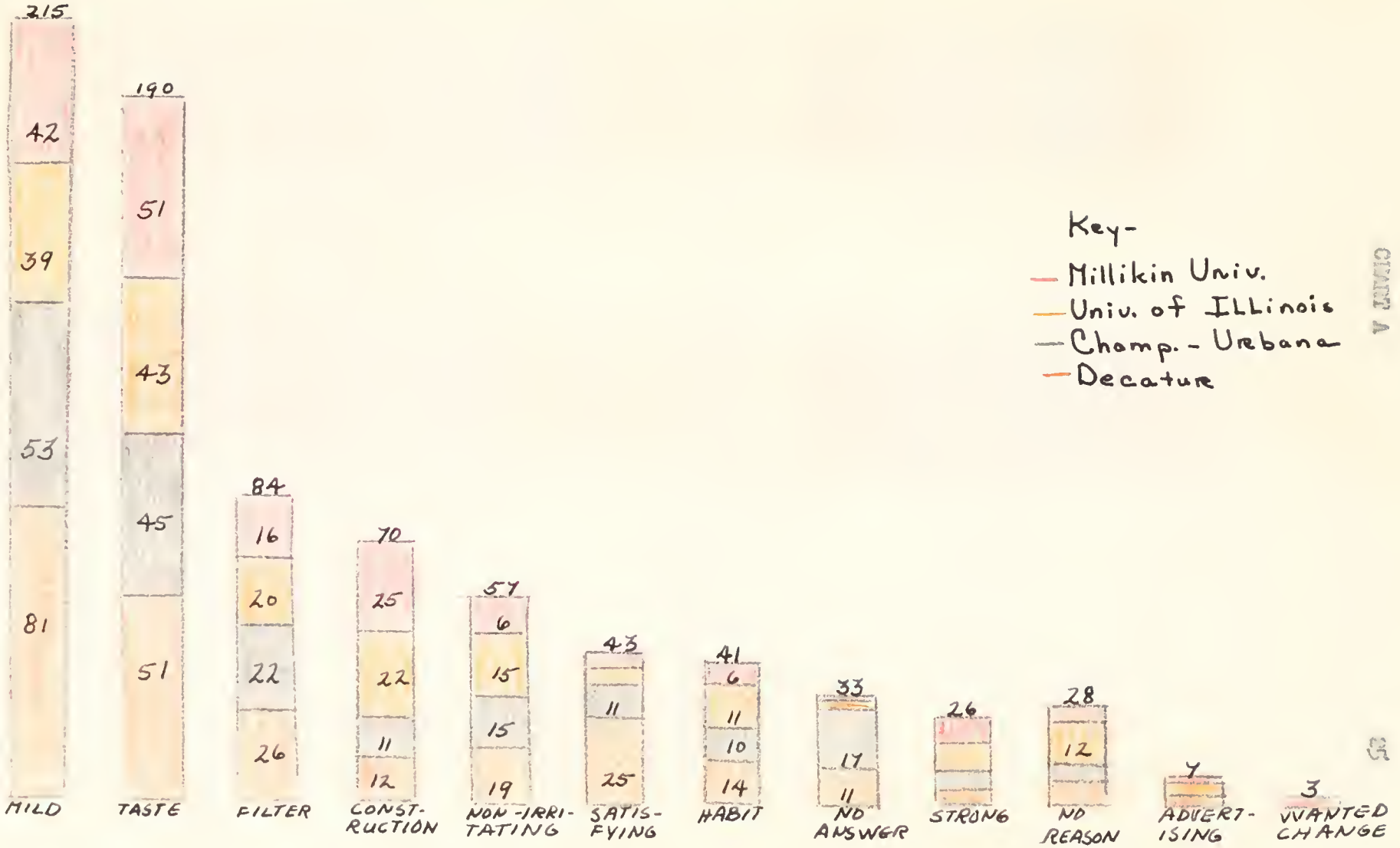
   11a-"What do you like about this brand?"

   17 -"How about Old Golds."

2. The students showed significantly more awareness of taste and cigarette construction than city respondents.
3. City respondents seemed to be more concerned with mildness and satisfaction than students.
4. The trend to filter-tips seems to show no signs of abating.
5. There seems to be some degree of correlation between the recognition of advertising and the present brand smoked.
6. Old Gold slogan recognition was low compared to other leading brands.
7. Considering the factors stated in the text of the report, recognition of Old Gold's sponsorship of "Two for the Money" compares relatively favorably with the recognition of other brands' programs.

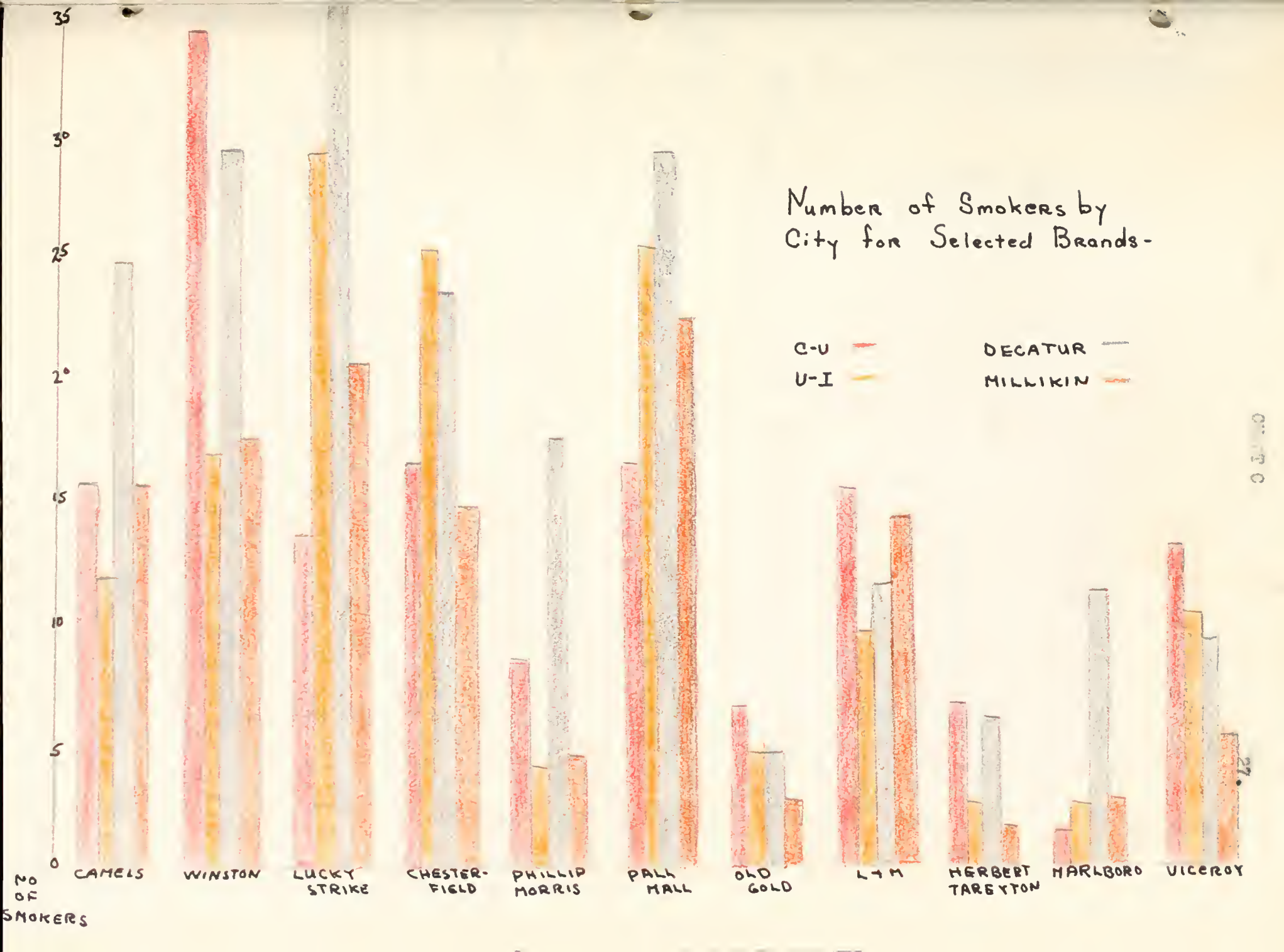
IV. APPENDIX

Reason For Smoking Present Brand



Comparsion of Student - City Resident Reason For Smoking

Present Brands


Number of Smokers by City for Selected Brands-
C-U
U-I
DECATUR
MILLIKIN
35
30
25
20
15
10
5
0
NO OF SMOKERS
CAMELS
WINSTON
LUCKY STRIKE
CHESTER-FIELD
PHILLIP MORRIS
PALL MALL
OLD GOLD
L & M
HERBERT TARRYTON
MARLBORO
VICEROY

"T" Test or Critical Ratio Test

In this text the percentage of times each reason was given by the classes of respondents were compared by the "T" text as shown on pages 113 and 121 in Robert Ferber's Statistical Techniques in Market Research, 1st Edition, 2nd Impression, McGraw-Hill Book Company, Inc., New York, 1949.

The level of significance that was decided to accept the hypothesis posed was 1.96 or 95%. This means there are less that 5 chances in 100 that the sample percentages will be separated by this amount and still be from the same population. The only reasons tested were those where there was any doubt as to the significance of the difference of their percents.

$$T = \frac{\text{Percent in City} - \text{Percent in Student}}{\text{Standard Error of \% of City + Student}}$$

$$S_{\text{CITY + STUDENT}} = \sqrt{\frac{(\%\text{ Yes - City})(\%\text{ No - City})}{\text{Number in City}} + \frac{(\%\text{ Yes - Student})(\%\text{ No - Student})}{\text{Number in Student}}}$$

Mild

$$T = \frac{29.3 - 2.35}{3.12} = 1.86$$

$1.86 < 1.96$; THE HYPOTHESIS IS ACCEPTED

Taste

$$T = \frac{27.2 - 210}{3.06} = 202$$

$202 > 1.96$; THE HYPOTHESIS IS REJECTED

SATISFYING

$$T = \frac{7.9 - 2.0}{1.47} = 4.1$$

$4.1 > 1.46$ THE HYPOTHESIS IS REJECTED

CONSTRUCTION

$$T = \frac{13.6 - 5.0}{2.3} = 3.74$$

$3.74 > 1.96$ THE HYPOTHESIS IS REJECTED

NO REASON

$$T = \frac{4.6 - 2.6}{1.35} = 1.48$$

$1.48 < 1.96$ THE HYPOTHESIS IS ACCEPTED

NO ANSWER

$$T = \frac{6.1 - 1.4}{1.29} = 3.64$$

$3.64 > 1.96$ THE HYPOTHESIS IS REJECTED

Chi-squared Analysis of Significant Difference

The data were arranged in the following contingency table. They are grouped by city and student with respect to reasons given for smoking their present brand.

The computing of Chi-squared was carried on in the method outlined on pages 691-693 in Croxton and Cowden's, Applied General Statistics, 2nd Edition, Prentice-Hall, Inc., 1955.

The resulting Chi-squared value was checked for significance number of degrees of freedom or 'g' is 11, (r-1) (c-1). Only 12 rows were used since category no. 6 of question 11a., no cough, was not given as a reply by any of the respondents.

Reason	City	Student	Total	CITY² TOTAL
MILD	134	81	215	83.50
FILTER	48	36	84	27.45
STRONG	17	14	31	9.32
TASTE	96	94	190	48.57
NON-IRRITATING	34	23	57	20.28
SATISFYING	36	7	43	30.10
ADVERTISING	2	5	7	.57
HABIT	24	17	11	14.05
WANTED CHANGE	3	0	3	3.00
CONSTRUCTION	23	47	70	7.56
No. Reason	12	16	28	5.14
No Answer	28	5	33	23.78
Total	457	345	812	273.26

$$\chi^2 = \frac{(273.70 \quad (\frac{457}{812}) 457)\ 812.812}{457.345}$$

$$\chi^2 = \frac{(273.70 - 257.20)(659.344)}{157,655}$$

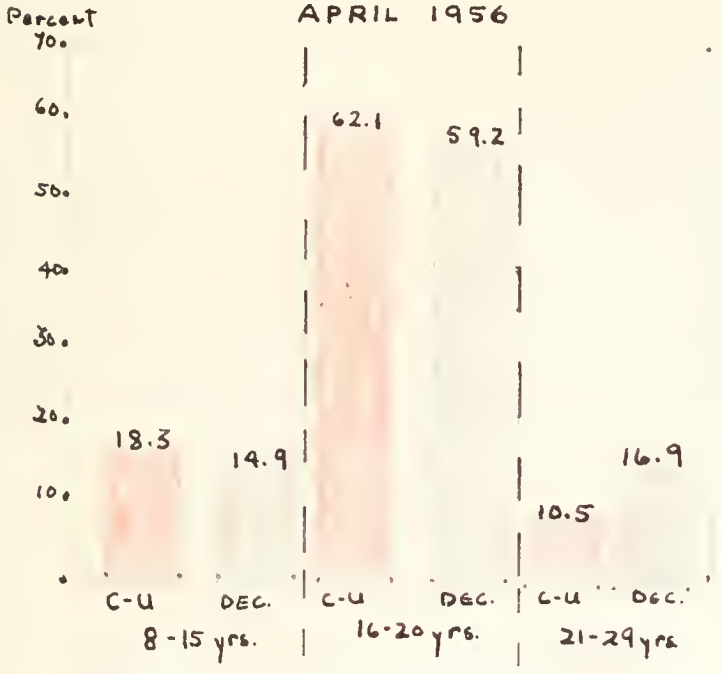
$\chi^2 = 69.0$

$\chi^2 = 95\%$ with 11 degrees of Freedom = 19.675

THE HYPOTHESIS IS REJECTED

CHART I

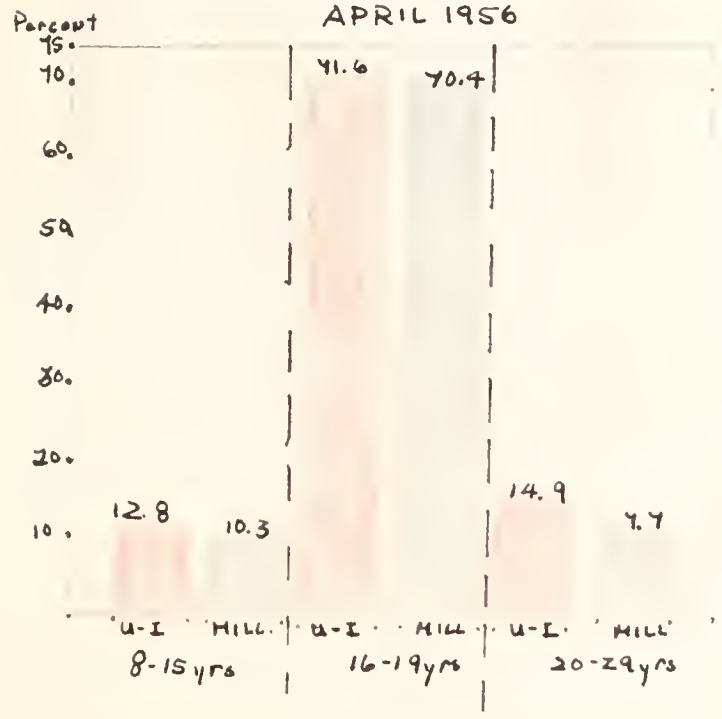
THE PERCENT AGE DISTRIBUTION OF PEOPLE IN "C-U" AND DECATUR, AS TO THE YEAR THEY BEGAN TO SMOKE



Source - Old Gold Study - April 1956

CHART II

THE PERCENT AGE DISTRIBUTION OF STUDENTS AT U OF ILL. & MILLIKIN, AS TO YEAR THEY BEGAN TO SMOKE.

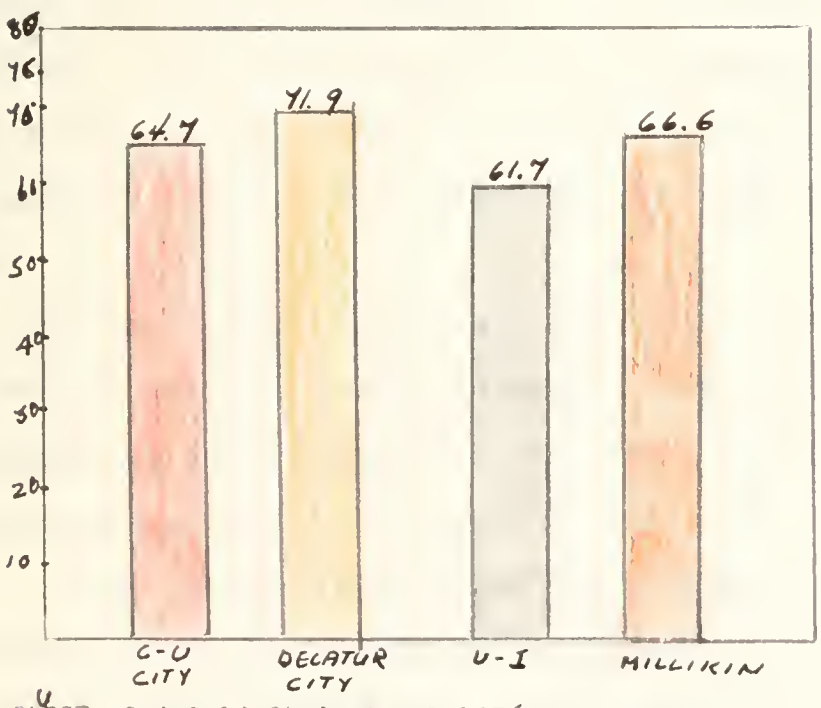


Source - Old Gold Study - April 1956

CHART III

Percent of Interviewers in Champaign-Urbana and Decatur who smoked between $\frac{1}{2}$ - 1 pack per day.

April-1956



SOURCE- Old Gold Study April 1956

The fact that some 52% of the Millikin University students smoke mainly at night was further substantiated by the fact that 72% of the students at the University of Illinois smoke most of their cigarettes at night also.

With less opportunity to smoke during the day because school occupies the majority of their time, the students are confined to doing most of their smoking at night when they have more leisure time.

As was noted before, the majority of the smokers in both Decatur and Champaign-Urbana do most of their smoking at night or steadily during the day. A closer break-down of this fact indicates that more people smoke at night. The reason for this depends entirely on the type of person interviewed. From the information concerning the occupation of the respondent it is noted that 33% of them were housewives. This would probably be the reason for the high percent of the city population who smoked steadily all day.

With more leisure time throughout the whole day, the housewife is most likely to spread her smoking out steadily over the day, while the man, who works during the day and has his leisure time at night is more likely to smoke most at night.

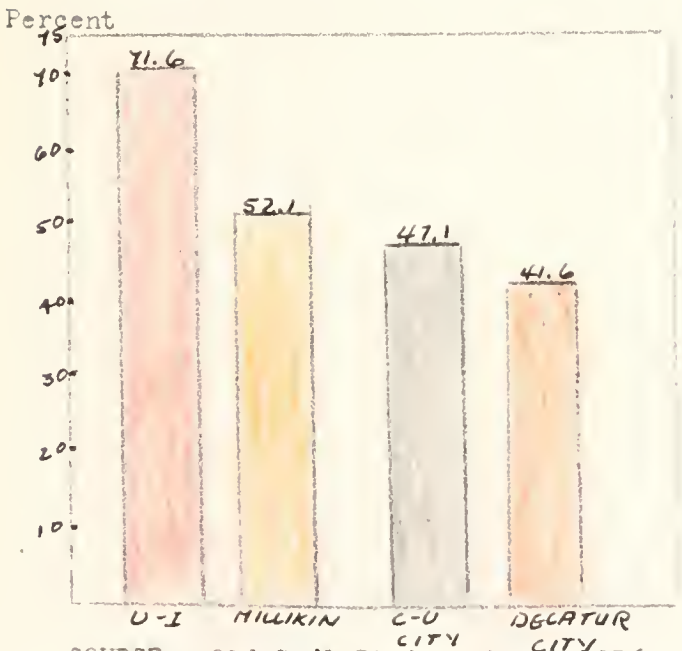
At the University of Illinois, Lucky Strike was the cigarette most smoked, with Chesterfield and Pall Mall tied for second place. At Millikin University, Pall Mall was first, Lucky Strike was second, and Winston was third. The cumulative total of both schools was 258 students sampled. Combining the schools, Lucky Strike was first, Pall Mall was second, and Chesterfield was third.

Old Gold's ranked eighth (2.8%) at the University of Illinois and ninth (1.7%) at Millikin University.

Out of the 632 smokers interviewed, the following cigarettes were leading: (This includes Decatur, Champaign-Urbana, the University of Illinois,

CHART IV

Percent of Interviewers in Champaign-Urbana and Decatur who smoke at night.
April 1956

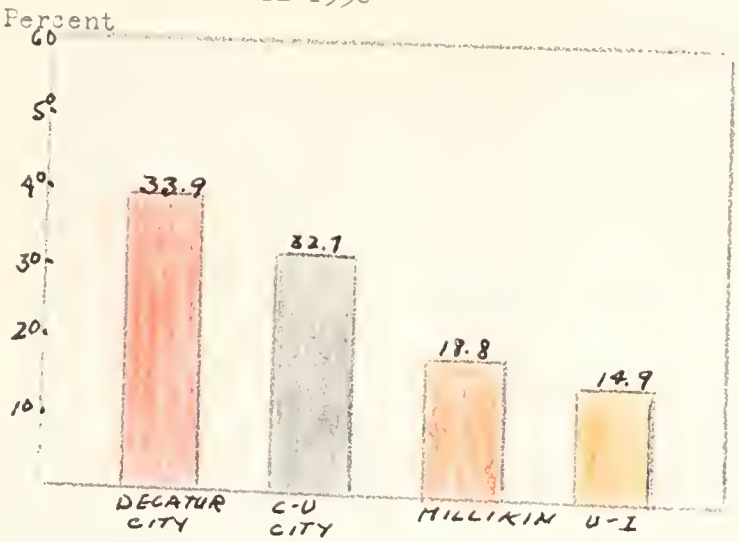


SOURCE - Old Gold Study - April 1956

CHART V

Percent of Interviewers in Champaign - Urbana who smoke steady all day.

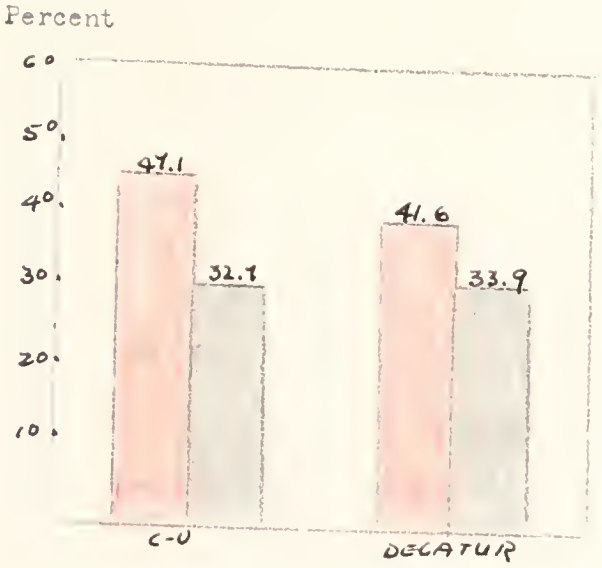
APRIL 1956



SOURCE * Old Gold Study - April 1956

CHART VI

The comparative percent of smokers in C-U and Decatur who smoke steady all day and who smoke at night. April 1956



- Night Time
- Steady all day

SOURCE - Old Gold Study- April 1956

and Millikin University).

Lucky Strike	15.5% of the smokers
Winston	15.2 "
Pall Mall	14.6 "
Chesterfield2	12.3 "
Camels	10.3 "
L & M	7.8 "
Viceroy	5.9 "
Philip Morris	5.4 "
Old Gold	2.5 "
Marlboro	2.5 "

These figures coincide with the cumulative college student group, the only exception being the position of Winston in second place with the consequent moving of Pall Mall to third place, and Chesterfield to fourth place.

The sample has been broken down into four groupsings according to the type of cigarette smoked: regular, king size, filter regular, and filter king.

The younger people (University students) seemed to have accepted the long (king size) cigarettes. There were 52.2% of the students who smoked king size cigarettes. Of this group, 26.3% were filter tip and 25.9% were regular tips.

It was found that 68.9% of the University of Illinois students had been smoking their present brand of cigarettes from one to five years. Of this figure, 34.1% had been smoking their present brand for more than three years. The Millikin University students approximate these figures. There were 76.1% of them who had been smoking their present brand from one to five years, and 35.1% of that group had been smoking their present brand for more than three years.

It may be deduced that change in smoking habits is relatively infrequent (less than one year), and it is also seen that 34.5% have been smoking their present brand for more than three years.

Of all the students interviewed, 36.5% placed taste as the most likable

characteristic of their cigarettes. This category included fresh taste, flavor, and smell.

There were 31.4% of the students who placed mildness as being of prime importance. This grouping included smoothness, no burn, no harshness, non-irritation, and no dryness.

Of the students, there were 18.2% who thought the cigarette construction was important. This included packing, the size (king size), and the possible economy from a longer cigarette, i.e. not as much waste.

There were 13.9% of the students who thought that the filter (cork tip) was the feature thing about their cigarettes. It kept tobacco from getting into their mouths.

It is interesting to note that townspeople interviewed generally agreed with what the students liked with one exception, the cigarette construction was less important. Only 5.9% of the city people interviewed revealed this characteristic as dominant as compared with 18.2% of the University students.

In the four areas where interviews were made it was observed that the majority of the people interviewed smoked most at night, and the next highest category was steady all day. The brand preferences were also found to be similar in all four areas covered.

In Decatur nearly 42% of the people who smoked Camels regularly bought them in their neighborhood grocery store, while in Champaign-Urbana only 27% of the people who smoked Camels bought them at their neighborhood grocery store. In Decatur, the supermarkets accounted for 52% of Camels sales and in Champaign-Urbana the supermarkets sold 40% of Camels to the Camel brand smoker.

Winston smokers purchased 52% of their cigarettes at supermarkets in Decatur while in Champaign-Urbana they purchased 47% of their Winston's at supermarkets.

Lucky Strike smokers in Decatur made 39% of their purchases at supermarkets, while in Champaign-Urbana the Lucky Strike smokers purchased 23% of their brand at supermarkets. Neighborhood grocers sold 16% of the total in Decatur, and in Champaign-Urbana the neighborhood grocers accounted for 58% of the sale of Lucky Strike to the smokers who smoke that brand.

Decatur Chesterfield smokers bought 26% of their cigarettes at supermarkets, while in Champaign-Urbana supermarkets accounted for 25% of the Chesterfield sales to Chesterfield smokers. Neighborhood grocery stores accounted for 48% of the Chesterfield sales in Decatur and in Champaign-Urbana the neighborhood grocery stores sold 37% of the total Chesterfield's that were sold.

Philip Morris smokers bought 70% of their cigarettes in Decatur at supermarkets while only 22% of this brand of cigarettes were sold at supermarkets in Champaign-Urbana. Neighborhood groceries in Decatur accounted for 17% of the total sales and Champaign-Urbana groceries had 22% of the total.

Pall Mall smokers purchased 51% of their cigarettes at supermarkets in Decatur while Champaign-Urbana supermarkets sold 37% of the total for those cities. Neighborhood groceries sold 44.8% of the Pall Mall's in the Decatur area and the groceries in Champaign-Urbana were responsible for 25% of the purchases made in that area.

Old Gold smokers made 75% of their total purchases at supermarkets in Decatur while in Champaign-Urbana, the supermarkets sold 50%. In Decatur neighborhood groceries 25% of the Old Gold's for that area were sold, and the Champaign-Urbana groceries accounted for 33% of total sales in that area.

Decatur L & M smokers made 27% of their purchases at supermarkets and in Champaign-Urbana the supermarkets accounted for 60% of the total sales of

L & M in those cities. Groceries in Decatur were responsible for 54% of the total sales in that city, and in the Champaign-Urbana area the neighborhood groceries sold 33% of the total L & M sales in that area.

Students at Millikin University who smoked Camels purchased 13% of their cigarettes at supermarkets and 33% at drug stores. Students at the University of Illinois who smoked Camels made 37% of their purchases at supermarkets and 27% at neighborhood groceries.

Winston smokers at Millikin University made 41% of their purchases at supermarkets and 29% at drug stores. University of Illinois students who smoked Winston's bought 12% of their cigarettes at supermarkets and 25% at neighborhood groceries.

Lucky Strike smokers at Millikin made 25% of their purchases at supermarkets and 20% at drug stores. Illinois students who smoked Lucky Strike made only 3% of their purchases of cigarettes at supermarkets, but purchased 31% at drug stores.

Students at Millikin who smoked Chesterfield purchased 14% of their brand at neighborhood groceries and 50% of their purchases were at drug stores. University of Illinois students who smoked Chesterfield made 12% of their purchases at supermarkets, 20% of their purchases at neighborhood grocery stores, and 16% of their purchases at drug stores.

Millikin atudents who smoked Philip Morris purchased 50% of their brand at neighborhood groceries and 50% at drug stores. Illinois students purchased 33% of this brand at supermarkets and 33% at neighborhood groceries.

Millikin students who smoked Pall Mall made 22% of their purchases at at supermarkets and 22% of their purchases at drug stores, while Illinois students purchased 24% of their Pall Mall's from supermarkets and 24% of them from drug stores. They also purchased 16% of them from restaurants.

Old Gold smokers at Millikin University made 50% of their purcheses at supermarkets and 50% of their purchases at neighborhood grocery stores. University of Illinois students who smoked Old Gold's bought 25% of their brand at supermarkets and 25% from neighborhood grocery stores.

L & M smokers at Millikin purchased 14% of their brand at supermarkets, 14% from neighborhood grocers, and 43% at drug stores. L & M smokers at the University of Illinois purchased 22% of their brand at drug stores and 22% at restaurants.

Through the analysis of the point of purchase for the various brands it was found that of the leading brands, Old Gold was purchased more frequently than any of the others at supermarkets and neighborhood grocery stores.

Students at both universities, Millikin and Illinois, made proportional purchases at supermarkets and neighborhood grocery stores. This is concerning the purchases of Old Gold only.

People in the cities did not purchase many of their cigarettes from vending machines. Of the total amount of people, there were 16% in Champaign-Urbana who reported that they bought their cigarettes from a cigarette vending machine. The total amoung of people meaning the total for that area. In the Decatur area the percentage of people who bought their cigarettes from vending machines was also 16% of the total for that area.

In contrast to the city people, University of Illinois students purchased 41% of their cigarettes from vending machines, while Millikin University students made 35% of their cigarette purchases from vending machines.

Of the total number of people interviewed, there were sixteen Old Gold smokers, and only two of them had always smoked Old Gold's. There were 62 people who had switched from Old Gold to another brand, and 36 of these people

had smoked Old Gold just prior to their present brand. (Breakdown in Chart 7)

CHART 7

BRAND NOW SMOKED BY PEOPLE WHO SMOKED OLD GOLD PRIOR TO SMOKING PRESENT BRAND

	Decatur	Millikin	C-U City	U.of I.	Total
Camels	3	1	2	0	6
Winston	1	0	1	0	2
Lucky Strike	0	1	2	2	5
Chesterfield	0	3	1	0	4
Philip Morris	1	0	1	0	2
Pall Mall	6	0	1	1	8
Old Gold	-	-	-	-	-
L & M	0	0	2	1	3
Herbert Tareyton	1	1	1	0	3
Marlboro	0	0	1	0	1
Viceroy	1	0	0	1	2
Total	13	6	12	5	36

Source: Old Gold Study, April 1956

The brands now smoked by most of the former Old Gold smokers are: Pall Mall, Camels, Lucky Strike, and Chesterfield in that order.

The two things that people liked best about their present brands of cigarettes were the taste and mildness. When asked "What do you like about your present brand?," 215 gave answers which had to do with the mildness of the cigarette, and 190 people commented on the taste of the cigarette. (Break-down given in Chart 8)

CHART 8

WHAT PEOPLE LIKE ABOUT THEIR PRESENT BRANDS

	Decatur	Millikin	C-U City	U. of I.	Total
Mild	81	42	53	39	215
Filter	26	16	22	20	84
Stronger	12	7	5	7	31
Taste	51	51	45	43	190
No throat irritation	19	8	15	15	57
Satisfying	25	3	11	4	43
Advertising	2	2	--	3	7
Habit	14	6	10	11	41
Change from last brand	3	--	--	--	3
Construction	12	25	11	22	70
No reason	9	4	3	12	28
Total	254	164	175	176	769

Source: Old Gold Study, April, 1956

When asked why they switched brands, the three major reasons people gave were the filter, taste, and the fact that their previous brand was too strong. There were 85 people who gave the filter as a reason, 58 people who said that their previous brand was too strong, and there were 53 people who said that taste was the reason for their switching brands. (Breakdown of reasons in Chart 9).

When the people interviewed were asked why they did not smoke Old Gold the majority of them disliked the taste of Old Gold's or they had never tried them. (For breakdown of reasons for not smoking Old Gold, see chart 10)

CHART 9

REASONS FOR SWITCHING BRANDS

	Decatur	Millikin	C-U City	U. of I.	Total
Filter	22	21	25	17	85
Mild	19	4	11	9	43
King Size	5	2	7	4	18
Too Strong	11	7	15	15	48
Taste	9	14	16	14	53
Handier, chance, friends recommended	23	7	13	16	59
Too Loosely packed	3	7	5	12	27
Advertising	6	1	4	--	11
Personal reasons	20	9	13	18	60
Wanted a change	16	12	15	10	53
Irritated throad	21	7	14	8	50
For satisfaction	4	--	1	1	6
Total	159	91	139	124	513

Source: Old Gold Study, April, 1956

CHART 10

REASONS FOR NOT SMOKING OLD GOLD

	Decatur	Millikin	C-U City	U. of I.	Total
Tastes too strong	27	20	22	27	96
Don't like them, used to smoke them	35	16	20	10	81
Not strong enough	10	1	6	3	20
All right	25	5	17	11	58
Sweet taste	6	1	5	4	16
Irritation	14	7	7	8	36
Dislike taste	26	23	24	31	104
Haven't tried them	22	24	23	25	94
Other reasons, when we have to smoke O.G. we better quit	17	9	2	7	35
Smokes them, is satisfied	1	1	1	2	5
Don't know	32	9	18	9	68
Total	215	116	145	137	613

Source: Old Gold Study, April, 1956

There was a total of fourteen people who switched from other brands of cigarettes to Old Gold's. This group is broken down by cities and cigarettes in Chart 11.

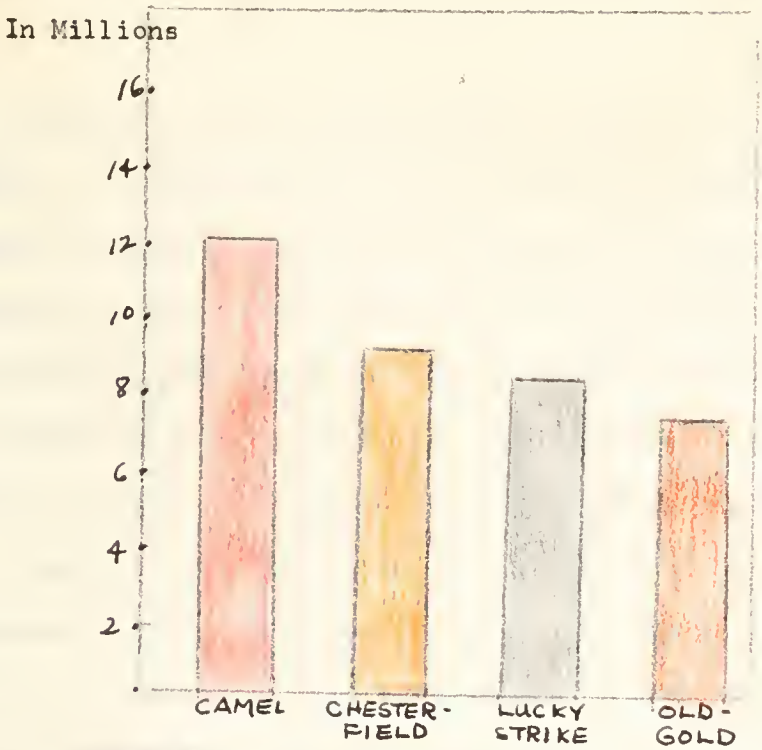
CHART 11

BRANDS PREVIOUSLY SMOKED BY PEOPLE NOW SMOKING OLD GOLD

	Decatur	Millikin	C-U City	U. of I.	Total
Camels	0	0	1	2	3
Winstons	0	0	0	0	0
Lucky Strike	1	0	0	0	1
Chesterfield	1	0	1	1	3
Philip Morris	0	0	1	0	1
Pall Mall	1	0	1	0	2
L & M	0	0	1	0	1
Herbert Tareyton	1	0	0	0	1
Marlboro	0	0	1	0	1
Viceroy	0	1	0	0	1
Total					14

Source: Old Gold Study, April, 1956

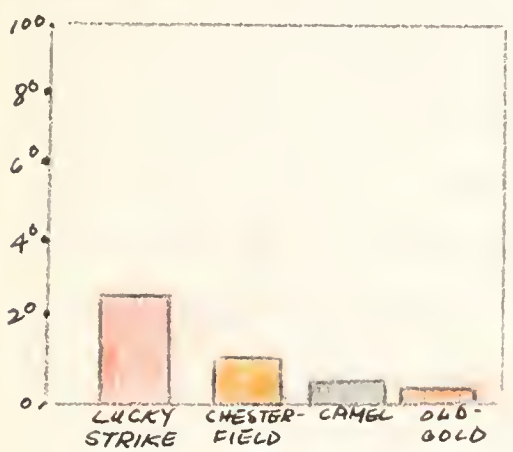
Total Experditures for Advertising - By Brands of Cigarettes in 1954



SOURCE: Old Gold Study April 1956

Consumer's Opinion of which brand of cigarettes has the best advertising Old Gold Survey of 1956

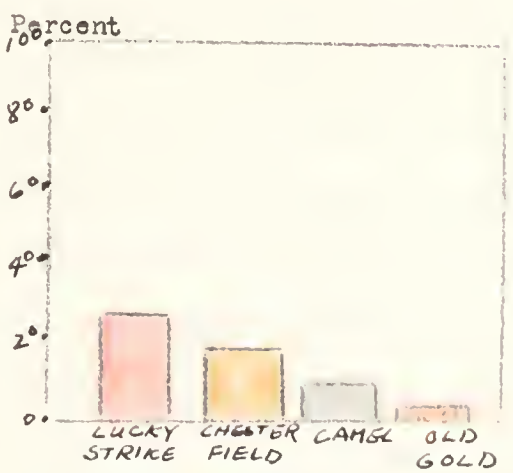
Percent



SOURCE - Tabulation sheet of Old Gold Research Project

Consumer's opinion of which brand of cigarettes does the most advertising

Percent



SOURCE - Tab Sheet-Old Gold Project

When asked where they were aware of seeing the most cigarette advertising, all categories except that of the University of Illinois students clearly designated television as the means of seeing the most cigarette advertising. For both cities, Decatur and Champaign-Urbana, television was the answer in over 70% of the cases. Millikin students chose television over magazines by more than 2 to 1, but television and magazines are ranked almost equally by the University of Illinois students.

Perhaps by correlating the answers given as to where they see the most cigarette advertising to the sex and age of the respondent will throw some light on the situation. At both schools, where the male respondent predominates the females by 3 to 1 and the age is in the 21-25 years age group, there is a tendency toward magazines, but in both cities, where approximately an equal number of each sex responded and the majority of the people were in the 30-49 years age group, there will be found a tendency toward seeing more advertising on television.

In describing one part of a cigarette advertisement they remembered the best and also telling what brand used that advertising, all areas except the Champaign-Urbana city area chose the Lucky Strike advertisements as those best remembered. In Champaign-Urbana, Winston is the leader with Lucky Strike second having 8% fewer recalls. Winston is second in the other three areas. Old Gold ranked third in the Millikin sample and tied for second place at University of Illinois. There may have been other factors entering into this percentage such as the fact that just at the beginning of the survey sample packages of Old Gold's were passed out among the students. This was at the University of Illinois. At Millikin University Old Gold advertisements were remembered by 11.1% of the students, which rated them in third place. It is

not known if this, or any other percentage, is a result of free samples given to the college students at Millikin which might tend to make them more aware of Old Gold advertisements. However, the percentages accounted for by Winston and Lucky Strike in all areas, and possibly Old Gold at Millikin seem free enough of bias to be quite valid.

Correlations with regard to sex, age, and occupation of the respondent reveal no startling clues as to why Winston should rate higher in the Champaign-Urbana area (city) than in the other three areas. In the comparison of the Champaign-Urbana city area and the Decatur city area, it is found that the head of the household in Champaign-Urbana had received a higher education. Of course, there is no way of knowing if this has any correlation to the rating of the advertisements remembered best.

The fact that Lucky Strike has a wide margin of leadership in both universities, from 8 to 16% seems to be indicative of something. It is possible that the younger group is not attracted by the appeal of the Winston television shows or by the advertisementsof that brand in the magazines.

Students in both university groups remember three types of Lucky Strike commercials; slogans, droodles, and L.S./M.F.T. in that order. The city people in both city areas recall the slogan, singing type commercials, and the Hit Parade television show in that order.

For Winston, students remember the slogan and song, and the University of Illinois students rate Gary Moore and the song equally. People in the Decatur area chose Gary Moore by 27.9% and in Champaign-Urbana only 18.4% chose him as the thing most remembered about Winston's. All four of the areas rated the slogan as the thing most remembered.

While Gary Moore ranked high for Winston's, an equally famous person made a very poor showing in regard to being connected with a sponsoring cigarette. This person was Jack Benny whose show is sponsored by Lucky Strike.

This may be an indication that better response is obtained when the starring personality becomes the announcer for the commercial.

The Lucky Strike slogan has a very high amount of recognition. The slogan also has a high amount of recognition as far as Winston's are concerned. These two cigarettes rank the highest as far as recognizing cigarette commercials on various programs and for recognizing slogans used to promote each brand.

Old Gold rated second and third in the recognition of programs sponsored and also in remembering a part of an advertisement, but the slogan was not readily recognized. The Old Gold dancing girls were remembered best. There was only one University of Illinois student who mentioned a slogan in regard to remembering parts of cigarette advertisements. No one else in all four areas recalled a slogan in connection with remembering parts of advertisements.

In Table 1 there is a cross tabulation of the brands presently smoked with the advertisements that people remembered best.

TABLE 1

CROSS TABULATION OF BRANDS PRESENTLY SMOKED WITH ADVERTISEMENTS REMEMBERED BEST

Percentages represent brands remembered best by brand presently smoked

Decatur	16.7% Camels smokers remember Viceroy
	58.6% Winston smokers remember Winston
	55.6% Lucky Strike Smokers remember Lucky Strike
	26.0% Old Gold smokers remember Old Gold and Chesterfield
Millikin	26.7% Camels smokers remember Camels
	52.9% Winston smokers remember Winston
	60.0% Lucky Strike smokers remember Lucky Strike
	50.0% Old Gold smokers remember Old Gold
Champaign-Urbana	26.7% Camels smokers remember Winston
	44.1% Winston smokers remember Winston
	38.5% Lucky Strike smokers remember Lucky Strike
	50.0% Old Gold smokers remember Old Gold
University of Illinois	27.3% Camels smokers remember Camels
	31.3% Winston smokers remember Winston
	55.2% Lucky Strike smokers remember Lucky Strike
	25.0% Old Gold smokers remember Old Gold and Winston

Source: Cross tabulations, Old Gold study, April, 1956

In Table 1 it is seen that Old Gold, as compared to the other three brands of cigarettes rated, was about average on advertisements remembered best cross tabulated with brands presently smoked. There was a tendency to confuse Old Gold advertisements with Winston, Chesterfield, and Lucky Strike advertisements, but this held true for all brands other than Winston and Lucky Strike which showed consistently high recognition. Old Gold smokers seemed to show an indifference to the advertising of their cigarette in that 50% remembered the advertisements of other brands and 50% remembered the advertisements for their brand. In the cases of other cigarettes, there was a higher percentage who recognized the advertisements of their brand.

Because of the response classification, it is impossible to draw any conclusions as to the reactions of the people interviewed as far as advertising is concerned. The only exception is the "sales message, pleased with ad, started smoking because of it, believability" classification. Millikin University students (25.6%) and the University of Illinois students (12.8%) fell into this classification.

Among the people in the city areas, Lucky Strike was thought of as the cigarette that does the most advertising. The students held the same opinion and this seems to correlate with the advertisements remembered best very clearly.

Lucky Strike rated first in three of the areas in regard to the caliber of advertising. In all three areas it was thought to have the best advertising. In Decatur, however, it ran a close second. Winston was ranked first in the Decatur city area and second in the other three areas. Old Gold ranked fourth and fifth in all four areas. This seems to be another indication that Old Gold's advertising is ineffective as far as promoting sales is concerned; it does not leave a very lasting impression on its audience.

In stating "why" they think certain cigarettes have the best advertising,

most people answered with replies which fall into the "entertaining, better advertisements than competition, Old Gold dancing girls, catchy" classification. The originality of the Old Gold advertisement is recognized, but still is not classed among the best. This may be due to the fact that Herb Shriner receives very little recognition as to why people classify cigarette advertising as the best. It seems important to have the star of the show as the reason for rating a cigarette advertisement the best.

TABLE 2

CROSS TABULATION OF BRANDS PRESENTLY SMOKED WITH HOW ADVERTISING FOR PRESENT BRANDS ARE RATED.

Comparing: Lucky Strike, Winston, Old Gold

Decatur	Winston	48.3% clever, cute
	Lucky Strike	52.8% fair, all right
	Old Gold	50.0% fair, all right
Millikin	Winston	58.8% clever, cute
	Lucky Strike	55.0% fair, all right
	Old Gold	100.0% clever, cute
Champaign-Urbana	Winston	52.9% fair, all right
	Lucky Strike	46.2% fair, all right
	Old Gold	50.0% very good, rate high
University of Illinois	Winston	31.3% fair, all right
	Lucky Strike	48.3% fair, all right
	Old Gold	50.0% can't remember, never noticed

Source: Cross Tabulations, Old Gold Study, April 1956

These figures indicate that Old Gold smokers in the majority, approve of and like Old Gold advertisements. This places them in the above average group, since all smokers of other brands usually rate the advertisements of their brands in the "fair, all right" classification. This tells us that Old Gold advertisements are effective for a small minority and a change in Old Gold's advertising technique is called for.

SECTION VI - Conclusions

It was found that most smokers begin smoking between the ages of 16 to 20

years of age, therefore, it would be necessary to have a concentrated advertising program that would appeal to people of that age group in order to begin the promotion of Old Gold's in the younger age group. If they would start smoking Old Gold when they are younger, they would most likely continue smoking them for quite a while since the average time that most people had been smoking their particular brands of cigarettes was three years.

Because they have more leisure time spread out through the whole day, women smoke steadily all day. Due to the fact that men are at work during the day, they only have intermittent times during the day when they may smoke and therefore do most of their smoking at night when they have their leisure time.

In the four areas interviewed, Lucky Strike, Winston, and Pall Mall were the leading cigarettes. This is from a cumulative total. Of the universities interviewed, Lucky Strike, Pall Mall and Chesterfield were the leading cigarettes among students. Both university students and city people showed a definite preference for king size cigarettes, with the exception of Lucky Strike. There was also a large percentage of people who enjoyed filter tip cigarettes.

Most people are interested in the taste of their cigarettes, and the principle reason for not smoking Old Gold was a dislike of the taste, there is considerable room for improvement in that area by Old Gold.

Through the analysis of the point of purchase for the various brands of cigarettes, it was found thatOld Gold was purchased most often in supermarkets and at neighborhood grocery stores. This could prove of importance in determining point of sale advertising.

Finding that students remembered mostly the advertising they had seen in magazines, it may be concluded that student life probably leaves less time for watching television (where most of the Old Gold advertising is concentrated) and that students, due to their interest in current affairs rather than cute

shows, are more likely to take a greater interest in the magazines and be more cognizant of the advertising in them. A magazine is advantageous to the student as he may carry it about with him and read it when he has time and he usually doesn't have time to sit down and devote his entire attention to a television program.

Students were better able to recall advertisements than the people in the city areas. This shows that advertising leaves a definite impresion on the market that Old Gold wishes to cultivate. Students preferred a catchy type of advertisement that was easy to remember.

A slogan is the best method of promoting sales. People may think of a catchy slogan they have heard recently when they go to buy cigarettes, or they they may be reminded of it when they see point of sale advertisements. Because they liked the slogan, they may decide to try the cigarettes, and one they have tried them they may wish to continue smoking them because they have been favorably impressed, particularly with the taste of the cigarettes.

The Old Gold dancing girls are easily recalled but they do not seem to be conducive to the purchase of the cigarettes. They are remembered primarily for the cuteness of the advertisement.

Gathering together all of the facts seems to reveal that one of the major difficulties encountered by Old Gold lies in the type of advertising they are using and in the media they have selected for doing their advertising. The means they are using do not seem to have appeal for the market they are interested in improving, the under 25 years age group. Old Gold's competitors concentrate a great deal of their advertising using slogans which are short, yet promote the mildness and the taste of the cigarette, and seem to be very successful with this method.

The other major difficulty which Old Gold has to face is the strong objection to the taste of the cigarettes. Most people feel that they are too strong

and have an irritating taste. Younger people especially do not like a very strong cigarette, and this is the potential market Old Gold is interested in.

SECTION VII - Recommendations

1. The choice of media for their advertising should be made with the under 25 years age group in mind. Magazines are especially effective for this age group, and college students read Life and the Saturday Evening Post quite a bit. If radio and television are to be used to appeal to this age group it would be necessary to use the type of programs which particularly appeal to this group and to plan the commercials according to the interest of this group. University newspapers are a good media for advertising.
2. The method of presentation and the advertising message should be carefully adapted to this age group. It's ideas revealed in the presentation and message should correlate with situations and ideas familiar to the age group being confronted with the advertising.
3. It may be possible to increase the number of women smokers of Old Gold in the under 25 years age group by sponsoring a daytime T.V. program. Many young women are at home during the day and spend their leisure time watching television. It might also be worthwhile to cut down their program sponsorship and invest some of their advertising budget in spot announcements and commercials.
4. A study made determining the effectiveness of having the starring personality of the program read, or do, the commercials himself might reveal another means of stimulating appeal. This procedure seems to have been effective for Winston and Gary Moore and may prove good for Old Gold since they have Herb Shriner to do this type of advertising.
5. The meaningfulness of other types of commercials to the brand of cigarettes

they represent may indicate to Old Gold the importance of a catchy and informative slogan to use in advertising. It may be worthwhile to investigate the possibility of the use of the slogan.

6. There should be some tests to attempt to find out why the Old Gold advertisements, with the exception of the dancing girls, appeal to so few people and leave most of the people unaffected.

7. A test should be conducted to determine exactly what the under 25 years age group is looking for on the part of mildness and taste in a cigarette. It would undoubtedly be profitable to improve the taste of Old Gold since that seems to be a major objection. Youngerpeople have a more sensitive taste, and do not like strong cigarettes.

These are the recommendations submitted by our committee and we hope they may prove to be possible solutions to the problem confronting the Old Gold people in regard to increasing the sale of Old Gold's in the under 25 years age group, especially among college students.

COMMITTEE

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Irwin Goldstein
Donald Keeley
George Roberts
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James Swenson

APPENDIX A

BREAK-DOWN OF CLASSIFICATION DATA USED ON THE QUESTIONNAIRE

Age Groups	18 19 20 21-25 26-30 30-39 40-49 50-59 60-69 70 and over
Occupation	Service workers Craftsmen, foremen Salesmen, clerical workers Professional Retired Housewife Students
Education of head of household	No school Some grade school Grade school graduate Some high school High school graduate Some college College graduate Business, vocational Post college
Annual Family Income	Under $1500 $1500 - 2599 $2600 - 4199 $4200 - 6599 $6600 - 10,399 $10,400 and over

I. Brands Predominantly Smoked by — Page

A. Smoking Habits

1. Age When Respondent Started Smoking — 1
2. Number of Cigarettes Smoked Per Day — 5
3. Place Where Cigarettes are Purchased — 9
4. Type of Cigarette — 13
5. Length of Time Smoked — 15

B. Brand Attributes

1. What Respondent Likes About Them — 19
2. "How About Old Gold?" — 23
3. Previously Smoked Brands — 27

C. Advertising Opinions

1. Ad Remembered Most — 31
2. Reaction to Ad Remembered Most — 35
3. Respondent's Opinion of Brand Doing Most Advertising — 39
4. Respondent's Opinion of Its Advertising — 43

D. Recognition of Slogan For

1. Camel — 47
2. Old Gold — 49
3. Lucky Strike — 53
4. Herbert Tareyton — 55
5. Pall Mall — 57
6. Winston — 59
7. L & M — 61
8. Chesterfield — 63

E. Recognition of Sponsor For

1. Art Parade — 65
2. The Bob Cummings Show — 67
3. Two for the Money — 69
4. Groucho — 71
5. I've Got a Secret — 73
6. Jack Benny — 75
7. Dragnet — 77
8. The Climax — 79
9. Crusader — 81

F. Selected Socio-economic Characteristics

1. Sex of Respondent — 83
2. Age of Respondent — 84
3. Occupation of Respondent — 87
4. Occupation of Head of Household — 90
5. Number in Household — 94
6. Education of Head of Household — 98
7. Income of the Family — 102

II. Age of [illegible]

A. [illegible]

1. Cigarette Consumption per Day
2. Type of Cigarette Now Smoking
3. Length of Time Current Brand Smoked

B. Brand Attitudes

1. "What do You Like About Present Brand?"
2. "What do You Like About Present Brand?" 4th Probe
3. Preference for Old Gold

C. Advertising Outlets

1. Exposure to Cigarette Advertising

D. Recognition of Slogan for

1. Camel
2. Old Gold
3. Lucky Strike
4. Pall Mall
5. Phillies
6. L & M
7. Chesterfield

E. Recognition of Sponsor for

1. Kit Carson
2. The Hit Parade Show
3. Fun for the Money
4. Commander
5. I've Got a Secret
6. Jack Benny
7. Crusader
8. The Line-up
9. Suspense

* For each of the items listed in the table of Contents information is reported for each of the four samples, Champaign-Urbana, University of Illinois, Decatur, and Lake Villa. Information except for the item of Occupation of Respondent which is reported for only the city samples.

Brand Presently Smoked by Age When Respondent Started Smoking

(Per Cent)

Champaign-Urbana

	1	2	3	4	5	6	7	8	9	10	11	12	No.
Camel		13.3	13.3	6.7		26.7	6.7	26.7			6.7		15
Winston		8.8	2.9	11.8	14.7	14.7	11.8	17.6		8.8	8.8		34
Lucky Strike	7.7	15.4		7.7	30.8	15.4		7.7		7.7	7.7		13
Chesterfield		12.5	6.3	18.8	6.3	25.0	6.3	12.5	6.3	6.3			16
Philip Morris		22.2		11.1	33.3				11.1		22.2		9
Pall Mall		12.5	6.3	18.8		18.8	12.5	18.8		6.3	6.3		16
Old Gold		16.7				16.7		16.7		16.7	16.7	16.7	6
L & M			26.7	13.3		13.3	13.3			20.0	13.3		15
Tareyton			16.7	16.7	16.7			16.7		16.7	16.7		6
Other	12.5		12.5	25.0		25.0		25.0					8
Viceroy					7.7	38.5	7.7	23.1	7.7	7.7	7.7		13
No answer			50.0							50.0			2

1. 8-11
2. 12-14
3. 15
4. 16
5. 17
6. 18
7. 19
8. 20
9. 21
10. 22-29
11. 30 and over
12. Don't know & no answer

No. Number of brand smokers

Brand Presently Smoked by Age When Respondent Started Smoking

(Per Cent)

University of Illinois

	1	2	3	4	5	6	7	8	9	10	11	12	No.
Camel		36.4			18.2	18.2	9.1	9.1				9.1	11
Winston			6.3		6.3	50.3	12.5		12.5	6.3			16
Lucky Strike			3.4	20.7	34.5	24.1	17.2						29
Chesterfield		4.0	8.0	20.0	20.0	24.0	12.0	8.0		4.0			25
Philip Morris							33.3	33.3	33.3				3
Pall Mall	8.0	4.0	8.0		16.0	36.0	16.0	8.0	4.0				25
Old Gold				25.0	25.0			50.0					4
L & M			11.1	11.1	11.1	44.4	11.1			11.1			9
Teroyton								100.0					2
Other			16.7	16.7		50.0				16.7			6
Viceroy	10.0		10.0	10.0	10.0	30.0	10.0			20.0			10
No Answer										100.0			1

1. 8-11
2. 12-14
3. 15
4. 16
5. 17
6. 18
7. 19
8. 20
9. 21
10. 22-29
11. 30 & over
12. Don't know & no answer
No. Number of brand smokers

Brand Presently Smoked by Age When Respondent Started Smoking

(Per Cent)

	Decatur City												
	1	2	3	4	5	6	7	8	9	10	11	12	No.
Camel		12.5	12.5	25.0	25.0		4.2	8.3	4.2	4.2	4.2		24
Winston	17.2	3.4	3.4	24.1	6.9	6.9	6.9	20.7		3.4	6.9		29
Lucky Strike	5.6	2.8	11.1	19.4	11.1	13.9		16.7		16.7	2.8		36
Chesterfield			4.3	4.3	26.1	21.7	4.3	4.3		30.4	4.3		23
Philip Morris				5.9	11.8	17.6	11.8	23.5	5.9		23.5		17
Pall Mall		6.9	3.4	17.2	24.1	34.5		3.4		3.4	6.9		29
Old Gold				25.0	25.0			25.0	25.0				4
L & M	18.2							9.1	54.5	9.1	9.1		11
Tareyton		20.0				20.0				40.0		20.0	5
Marlboro				45.5				9.1	9.1		36.4		11
Other	8.3		8.3	33.3		8.3		8.3	8.3	8.3	8.3	8.3	12
Viceroy			11.1	22.2		22.2	11.1	11.1	11.1		11.1		9
No Answer		9.1	18.2		9.1	9.1	9.1		9.1	36.4			11

1. 8-11
2. 12-14
3. 15
4. 16
5. 17
6. 18
7. 19
8. 20
9. 21
10. 22-29
11. 30 & over
12. Don't know & no answer
No. Number of brand smokers

Brand Presently Smoked by Age When Respondent Started Smoking

(Per Cent)

James Millikin Students

	1	2	3	4	5	6	7	8	9	10	11	12	No.
Camel		13.3	13.3	13.3	20.0	13.3	6.7	20.0					15
Winston			5.9	11.8	11.8	29.4	29.4	5.9	5.9				17
Lucky Strike			10.0	10.0	30.0	35.0	10.0		5.0				20
Chesterfield				14.3	42.9	21.4	14.3	7.1					14
Philip Morris	25.0			50.0		25.0							4
Pall Mall		4.5			36.4	31.8	27.3						22
Old Gold			50.0				50.0						2
L & M		7.1	7.1		28.6	14.3	28.6		7.1		7.1		14
Tareyton					100.0								1
Other					33.3		33.3		33.3				3
Viceroy					60.0		20.0					20.0	5
No Answer		13.3	13.3	6.7		26.7	6.7	26.7			6.7		15

1. 8-11
2. 12-14
3. 15
4. 16
5. 17
6. 18
7. 19
8. 20
9. 21
10. 22-29
11. 30 & over
12. Don't know & no answer
No. Number of brand smokers

Brand Presently Smoked by Number of Cigarettes Smoked Per Day

(Per Cent)

Champaign-Urbana

	1	2	3	4	5	6	7	8
Camel	6.6	33.3	26.6	19.8	6.6	6.6		15
Winston	29.4	44.1	20.5	5.8				34
Lucky Strike	15.3	30.6	23.0	23.0	7.3			13.
Chesterfield	12.5	37.5	37.5	6.3	6.3			16
Philip Morris	11.1	44.4	22.2	22.2				9
Mall Mall	6.2	31.2	43.7	12.4	6.2			16
Old Gold		33.3	50.0	16.7				6
L & M	26.6	26.6	26.6	20.0				15
Tareyton	33.3	50.0		16.7				6
Other	50.0		25.0	12.5		12.5		8
Viceroy	15.4	38.4	46.1					13
No Answer		100.0						2

1. Less than ½ pack (10-)
2. ½ to 1 pack (10-20)
3. 1 pack (20)
4. 1 pack to 1½ packs (20 to 30)
5. 1½ packs to 2 packs (31 to 40)
6. More than 2 packs (40)
7. Don't know & no answer
8. Number of brand smokers

Brands Presently Smoked by Number of Cigarettes Smoked Per Day

(Per Cent)

	University of Illinois							
	1	2	3	4	5	6	7	8
Camel	18.1	36.2	27.6	18.1				11
Winston	43.1	18.7	25.0	6.2		6.2		16
Lucky Strike	3.4	1.3	34.4	10.2	10.2			29
Chesterfield	24.0	40.0	28.0	8.0				25
Philip Morris	66.7			33.3				3
Pall Mall	17.0	28.0	36.0	17.0	4.0			25
Old Gold	25.0		75.0					4
L & M	44.4	22.2	33.3					9
Tareyton		100.0						2
Other	33.3	33.3		16.7		16.7		6
Viceroy	30.0	20.0	40.0	10.0				10
No answer							100.0	1

1. Less than ½ pack (10-)
2. ½ to 1 pack (10-20)
3. 1 pack (20)
4. 1 pack to 1½ packs (20 to 30)
5. 1½ packs to 2 packs
6. More than 2 packs (40)
7. Don't know & no answer
8. Number of brand smokers

Brand Presently Smoked by Number of Cigarettes Smoked Per Day

(Per Cent)

	Decatur							
	1	2	3	4	5	6	7	8
Camel		36.0	36.0	12.0	6.0	4.0		24
Winston	10.3	48.1	37.9	3.4				29
Lucky Strike	2.7	38.3	44.4	11.1	2.7			36
Chesterfield	17.3	17.3	47.5	13.0	4.2			23
Philip Morris	35.2	11.7	47.0		5.8			17
Pall Mall	13.7	24.7	24.1	17.1				29
Old Gold	25.0		50.0			25.0		4
L & M	27.2	45.4	18.1		9.1			11
Tareyton	60.0	20.0		20.0				5
Marlboro	18.1	72.7	9.1					11
Other	8.3	33.3	50.0	8.3				12
Viceroy		22.2	11.1	22.2	22.2	11.1	11.1	9
No Answer	45.5	18.2	27.3			9.1		11

1. Less than 1 pack (10-)
2. ½ to 1 pack (10-20)
3. 1 pack (20)
4. 1 pack to 1½ packs (20 to 30)
5. 1½ packs to 2 packs (31 to 40)
6. More than 2 packs (40)
7. Don't know & no answer
8. Number of brand smokers

Brands Frequently Smoked by Number of Cigarettes Smoked Per Day

(Per Cent)

James Millikin University

	1	2	3	4	5	6	7	8
Camel	27.4	13.7	33.3	27.4				15
Winston	43.5	35.2	21.3					17
Lucky Strike	25.0	35.0	30.0	5.0	5.0			20
Chesterfield	14.2	42.6	42.6					14
Philip Morris		25.0	75.0					4
Pall Mall	22.7	36.3	18.1	18.1	4.5			22
Old Gold		100.0						2
L & M	28.5	50.0	14.7	7.3				14
Tareyton		100.0						1
Other	33.3	33.3		33.3				3
Viceroy	20.0		80.0					5

1. Less than ½ pack (10-)
2. ½ to 1 pack (10-20)
3. 1 pack (20)
4. 1 pack to 1½ packs (20 to 30)
5. 1½ packs to 2 packs (31 to 40)
6. More than 2 packs (40)
7. Don't know or no answer
8. Number of total smokers

Brand Presently Smoked by Place Where Cigarettes are Purchased

(Percent)

Brand	Channels-Urban									No.
	1	2	3	4	5	6	7	8	9	
Camel	40.0	26.7				13.3		20.0		15
Winston	47.1	32.4	2.9	5.9	2.9	2.9		2.9	2.9	34
Lucky Strike	23.1	53.8		7.7			15.4			13
Chesterfield	25.0	37.5		6.3	6.3		12.5	12.5		16
Philip Morris	22.2	22.2				22.2	11.1	11.1		9
Pall Mall	31.3	25.0				6.3	12.5	12.5		16
Old Gold	50.0	33.3					16.7			6
L & M	40.0	33.3						16.7		15
Tareyton	50.0	16.7		16.7				16.7		6
Other	62.5	25.0		12.5						8
Viceroy	53.8	23.1			7.7			7.7	7.7	13
No answer	50.0	50.0								2

1. Supermarket
2. Neighborhood grocery
3. Delicatessens
4. Drug stores
5. Restaurants
6. Bars
7. Gas Stations
8. Others
9. Don't know & no answer

No. Number of Brand smokers

Brand Presently Smoked by Place Where Cigarettes are Purchased

(Percent)

	University of Illinois									
	1	2	3	4	5	6	7	8	9	No.
Camel	36.4	27.3		9.1	9.1			18.2		11
Winston	18.5	25.0		31.3	6.3			25.0		16
Lucky Strike	3.4	6.9		31.0	6.9	3.4		48.3		29
Chesterfield	12.0	20.0	4.0	16.0	8.0		4.0	36.0		25
Philip Morris	33.3	33.3						33.3		3
Pall Mall	24.0	12.0		24.0	16.0			25.0	4.0	25
Old Gold	25.0	25.0		25.0				25.0		4
L & M	11.1	11.1		22.2	22.2			33.3		9
Tareyton		50.0		50.0						2
Other	16.7	33.3			16.7			33.3		6
Viceroy	10.0			30.0			10.0	40.0	10.0	10
No answer				100.0						1

1. Supermarket
2. Neighborhood grocery
3. Delicatessens
4. Drug stores
5. Restaurants
6. Bars
7. Gas Stations
8. Others
9. Don't know / no answer
No. Number of brand smokers

Brand Frequently Asked by Place Where Cigarettes are Purchased

(Per Cent)

	Decatur City									
	1	2	3	4	5	6	7	8	9	No.
Camel	25.0	41.7	4.2	4.2	8.3	4.2		12.5		24
Winston	51.7	37.9						10.3		29
Lucky Strike	38.9	16.7		8.8			16.7	13.9	11.1	4
Chesterfield	26.1	47.8			8.7			17.4		23
Philip Morris	70.6	17.6						11.8		17
Pall Mall	51.7	44.8		3.4						29
Old Gold	75.0	25.0								4
L & M	27.3	54.5						9.1	9.1	11
Tareyton	40.0	20.0			20.0			20.0		5
Marlboro	45.5	18.2							36.4	11
Other	33.3	33.3			8.3			25.0		12
Viceroy	33.3	22.2		22.2	22.2					9
No Answer	18.2	36.4						45.5		4

1. Supermarket
2. Neighborhood grocery
3. Delicatessens
4. Drug stores
5. Restaurants
6. Bars
7. Gas stations
8. Others
9. Don't know & no answer
No. Number of brand smokers

Brand Presently Smoked by Place Where Cigarettes are Purchased

(Percent)

James Millikin University

	1	2	3	4	5	6	7	8	9	No.
Camel	13.3	6.7		33.3	20.0	13.3	6.7	6.7		15
Kinston	41.2	5.9		23.4	11.8		5.9	5.9		17
Lucky Strike	25.0	5.0		20.0	10.0	10.0	10.0	20.0		20
Chesterfield		14.3		50.0	14.3			21.4		14
Philip Morris		50.0		50.0						4
Pall Mall	22.7	9.1		22.7	4.5	4.5		36.4		22
Old Gold	50.0	50.0								2
L & M	14.3	14.3		42.9				28.6		14
Tareyton	100.0									1
Other				66.7			33.3			3
Viceroy	40.0	20.0			20.0			20.0		5

1. Supermarket
2. Neighborhood grocery
3. Delicatessens
4. Drug stores
5. Restaurants
6. Bars
7. Gas stations
8. Others
9. Don't know & no answer
No. Number of brand smokers

Brand Presently Smoked by type of Cigarette

(Per Cent)

	Champaign-Urbana						Decatur					
	1	2	3	4	5	No.	6	7	8	9	10	No.
Camel	86.7				13.3	15	100.0					24
Winston	2.9		5.9	88.2	2.9	34		3.3	96.7			29
Lucky Strike	92.3				7.7	13	100.0					36
Chesterfield	37.5	62.5				16	60.8	21.9			17.3	23
Philip Morris	55.6	44.4				9	58.8	35.4			5.8	17
Pall Mall		100.0				16	3.4	93.1		3.4		29
Old Gold		33.3		66.7		6	25.0	25.0		25.0	25.0	4
L & M		20.0		73.3	6.7	15	36.3	9.1	9.1	45.4		11
Tareyton		16.7		66.7	16.7	6		60.0	20.0	20.0		5
Marlboro							9.1			90.1		11
Other	37.5	50.0			12.5	8	33.3	58.3		8.4		2
Viceroy				100.0		13			22.2	77.7		2
No answer	50.0				50.0	2	45.4			9.0	45.4	11

1. Regular
2. King size
3. Filter, regular
4. Filter , king
5. No answer
No. Number of brand smokers

6. Regular
7. King size
8. Filter, regular
9. Filter, king
10. No answers
No. Number of brand smokers

Brand Presently Smoked by type of Cigarette

(Per Cent)

	University of Illinois Students						James Millikin Students					
	1	2	3	4	5	No.	6	7	8	9	10	No.
Camel	90.9				9.1	11	100.0					15
Winston		12.5	6.3	75.0	6.3	16	5.9	5.9	5.9	70.6	11.8	17
Lucky Strike	93.1				6.8	29	90.0				10.0	20
Chesterfield	52.0	40.0		4.0	4.0	25	64.3	28.6			7.1	14
Philip Morris	66.7	33.3				3	100.0					4
Pall Mall		96.0			4.0	25		90.9			9.1	22
Old Gold	50.0			50.0		4	100.0					2
L & M			11.1	88.9		9		21.4	21.4	57.1		14
Tareyton		50.0		50.0		2				100.0		1
Other	16.7	33.3		50.0		6		33.3		66.7		3
Viceroy			10.0	60.0	30.0	10				100.0		5
No answer		100.0				1						

1. Regular
2. King size
3. Filter, regular
4. Filter, king
5. No answer
No. Number of brand smokers

6. Regular
7. King size
8. Filter; regular
9. Filter, king
10. No answer
No. Number of brand smokers

Brands Presently Smoked by Length of Time Smoked

Champaign-Urbana

	Percents										
	1	2	3	4	5	6	7	8	9	10	11
Camel						13.3	13.3	6.7	60	6.7	15
Winston	5.9	14.7	14.7			55.9	5.9			2.9	34
Lucky Strike				7.7			30.8	23.1	38.5		13
Chesterfields		12.5				31.3	18.8	25	12.5		16
Phillip Morris						55.6	22.2		22.2		9
Pall Mall						31.3	6.3	25	37.5		16
Old Gold	16.7					16.7	33.3	33.3			6
L & M		13.3	13.3			53.3	20				15
Herbert Tareyton	16.7					33.3	16.7	33.3			6
Other	12.5	12.5				37.5		25	12.5		8
Viceroy			15.4			30.8	38.5		7.7	15.4	13
No answer	50					50.0					2

1. less than 2 months
2. 2-4 months
3. 5-6 months
4. 7-9 months
5. 10-12 months
6. 1-2 years
7. 3-5 years
8. 5-10 years
9. 10 years and over
10. no answer
11. number of people smoking the particular brand

Brands Presently Smoked by Length of Time Smoked

University of Illinois Students

	Percents										
	1	2	3	4	5	6	7	8	9	10	11
Camel						18.2	27.3	36.4	18.2		11
Winston	18.8	12.5	25	6.3		31.3	6.3				16
Lucky Strike		3.4	6.9	10.3	3.4	31.0	24.1	2.7			29
Chesterfield	4.0	12.0				40.0	44.0				25
Phillip Morris						100.0					3
Pall Mall	8.0	16.0	4.0		4.0	3 .0	20.0	12.0			25
Old Gold			50.0			25.0			25.0		4
L & M		22.2	11.1	11.1		44.4	11.1				9
Tareyton		50.0				50.0					2
Other	33.3					50.0	1 .7				6
Viceroy	20.0	20.0	10.0			20.0	30.0				10
No answer		100									1

1. less than 2 months
2. 2-4 months
3. 5-6 months
4. 7-9 months
5. 10-12 months
6. 1-2 years
7. 3-5 years
8. 5-10 years
9. 10 years and over
10. no answer
11. number of people smoking the particular brand

Brands Presently Smoked by Length of Time Smoked

Decatur

	Percents										
	1	2	3	4	5	6	7	8	9	10	11
Camel	4.2	4.2					8.3	33.3	37.5	12.5	24
Winston		10.3		24.1	[illegible]	48.3	10.3				29
Lucky Strike			5.6			2.8	5.6	42.2	36.1	2.8	36
Chesterfield		4.3	8.7			13.0	8.7	17.4	43.5	4.3	23
Phillip Morris	5.9	5.9	5.9			11.8	23.5	29.4	17.6		17
Pall Mall						41.4	13.8	41.4	3.4		29
Old Gold		25.0					50.0			25.0	4
L & M		9.1	9.1			36.4	45.5				11
Tareyton							40.0		40.0	20.0	5
Marlboro						90.9	9.1				11
Other				8.3	8.3	33.3	8.3	25.0	8.3	8.3	12
Viceroy		11.1	11.1		55.6	22.2					9
No answer						18.2			36.4	45.5	11

1. less than 2 months
2. 2-4 months
3. 5-6 months
4. 7-9 months
5. 10-12 months
6. 1-2 years
7. 3-5 years
8. 6-10 years
9. 10 years and over
10. no answer
11. number of people smoking the particular brand

Brands Presently Smoked by Length of Time Smoked

James Millikin Students

	Percents										
	1	2	3	4	5	6	7	8	9	10	11
Camel		6.7				13.3	60.0	20.0			15
Winston		17.6	23.5			52.9				5.9	17
Lucky Strike		10.0	5.0	5.0		30.0	40.0	10.0			20
Chesterfield			7.1	7.1		50.0	35.7				14
Phillip Morris							75.0	25.0			4
Pall Mall		9.1				63.6	22.7	4.5			22
Old Gold							50.0	50.0			2
L & M		14.3	7.1	14.3		57.1	7.1				14
Tareyton						100.0					1
Other			33.3	66.7							3
Viceroy		60.0		20.0		20.0					5
No answer											

1. less than 2 months
2. 2-4 months
3. 5-6 months
4. 7-9 months
5. 10-12 months
6. 1-4 years
7. 3-5 years
8. 5-10 years
9. 10 years and over
10. no answer
11. number of people smoking the particular brand

Brand Presently Smoked by What Respondent Likes About Them

(Per Cent)

Champaign-Urbana

	1	2	3	4	5	6	7	8	9	10	No.
Camel	17.6		11.8	29.4	5.9	11.8		17.6		5.9	17
Winston	21.3	19.1		25.5	14.9	4.3				14.9	47
Lucky Strike	14.3		7.1	14.3	7.1	14.3		14.3		28.5	14
Chesterfield	18.8			43.8	6.3	6.3		6.3		18.8	16
Philip Morris	36.4		9.1	18.2	9.1	9.1				18.2	11
Pall Mall	18.2			18.2		4.5		18.2		40.9	22
Old Gold	42.9	14.3			14.3					28.6	7
L & M	57.9	26.3		15.8							19
Tareyton	37.5	25.0		25.0						12.5	8
Other	20.0			50.0	20.0	10.0					10
Viceroy	38.9	27.8		16.7	5.6					11.1	18
No answer	33.3		33.3			33.3					3

1. Mild, not strong
2. Filter
3. Strong
4. Taste has tobacco taste
5. No throat irritation
6. Advertising
7. Habit
8. Change
9. Construction
10. Don't know & no answer
No. Number of responses

*For a correct detailed list see the tabulation sheet.

Brand Presently Smoked By What Respondent Likes About Them

(Per Cent)

University of Illinois

	1	2	3	4	5	6	7	8	9	10	No.
Camel	15.4		15.4	23.1	7.7			15.4		23.1	13
Winston	10.5	31.6		15.8	15.8			5.3		21.1	19
Lucky Strike	11.4		2.9	40.0	8.6	2.9	2.9	11.4		20.0	35
Chesterfield	35.3	5.9		29.4	8.8	2.9	2.9	8.8		5.8	34
Philip Morris	33.3			33.3						33.3	3
Pall Mall	18.		6.3	18.8		6.3				50.0	32
Old Gold			25.0	25.0				25.0		25.0	4
L & M	27.3	45.5		9.1	9.1					9.1	11
Tareyton		33.3	33.3	33.3							3
Other	25.0	12.5		25.0	12.5		12.5			12.5	8
Viceroy	42.9	35.7		7.1	14.3						14
No answer	50.0				50.0						2

1. Mild, not strong
2. Filter
3. Strong
4. Taste has tobacco taste
5. No throat Irratation
6. Advertising
7. Habit
8. Change
9. Construction
10. Don't know & no answers
No. Number of responses

*For a correct detailed list see the tabulation sheet.

Brand Preference Ranked by [illegible] from Heavy Users

(Per Cent)

Brands	Ranks: 1	2	3	4	5	6	7	8	9	10	No.
Camel	6.0		8.0	[illegible]	[illegible]	24.0		8.0	4.0	12.0	25
Winston	12.8	30.8		17.1	5.1	2.6	2.6			30.8	39
Lucky Strike	24.9		2.1	30.3	8.1	10.8	2.1	17.6		17.6	47
Chesterfield	21.5			4.2	8.1	25.1		4.7		17.5	24
Philip Morris	[illegible]			20.0	30.0	5.0				40.0	20
Pall Mall	37.2		15.2	13.1	8.1	8.1		8.1	[illegible]	8.0	37
Old Gold	40.0				40.0			20.0			5
L & M	40.0	33.3	13.3	6.7					6.7		15
Tareyton	80.0	20.0									5
Marlboro	60.0	26.7		6.7						6.7	15
Other	30.8		7.7	38.5		7.7		7.7		7.7	13
Viceroy	30.8	30.8	7.7	7.7	15.4						13
[illegible]	11.8		11.8	5.9	4.2	4.2		4.2		11.8	24

1. [illegible], not star ng
2. Filter
3. Mildness
4. Taste, less tobacco taste
5. No throat irritation
6. Appearance
7. Value
8. Quality
9. Construction
10. [illegible] no answer
11. Number of responses

*For a complete detailed list see the tabulation sheet.

Brand Preferably Ordered by Most Important Likes [illegible] Them

(For Cont.)

	1	2	3	4	5	6	7	8	9	10	No.
Canal	17.0		17.4	[illegible]	4.3	4.3		4.3		13.4	23
Winston	27.1	10.7		32.7	10.6					11.4	28
Lucky Strike	14.7		4.2	41.7		4.2		8.3		25.0	24
Chesterfield	21.4		4.3	21.6				4.3		34.4	19
[illegible] Morris	14.7			38.3	32.1					14.7	6
Phil Mall	17.1	4.6	4.7	21.4	4.7	4.7	4.9	4.7		35.7	35
Old Gold	33.3			66.7							3
L & M	43.5	21.8		26.3			4.5				23
Lorillard	100.0										1
Miller	66.				25.0					50.0	4
Viceroy	37.5	12.5		25.0						25.0	8
[illegible] Answer											

1. Mild, not strong
2. Filter
3. Strong
4. Taste has [illegible] taste
5. No throat irritation
6. Advertising
7. [illegible]
8. [illegible]
9. [illegible]
10. [illegible]
11. [illegible]

*For a correct detailed list see the tabulation sheet.

Brand Presently Smoked by "How About Old Gold"

(Per Cent)

	Characteristics											
	1	2	3	4	5	6	7	8	9	10	11	No.
amel	6.7	26.7	13.3	6.7			20.0	13.3		6.7	6.7	15
ampton	14.7	11.8		11.7		8.9	11.8	23.5		14.7	2.9	34
ucky Strike		7.7	7.7	15.4	15.4	7.7	15.4	15.4		7.7	7.7	13
esterfield	29.4	11.8	5.9	11.8	5.9		11.8		5.9	17.6		17
ilip Morris	11.1		11.1			11.1	22.2	11.1		22.2	11.1	9
ll Mall		12.5		18.8		12.5	25.0	12.5		18.8		16
d Gold				16.7							83.3	6
& M	13.3	13.3			6.7	6.7	6.7	33.3		13.3	6.7	15
rgetion	33.3			16.7			33.3			16.7		6
ther	12.5	37.5	12.5					25.0	12.5			8
ieroy	30.8	7.7		15.4	7.7		23.1	7.7				13
o answer		50.0					50.0					2

1. Tastes too strong
2. Don't like them
3. Not strong enough
4. All right
5. Sweet taste
6. Irritating
7. Pleasing taste
8. Haven't tried them
9. Other
10. Smokes them, is satisfied
11. Don't know & no answer
12. Number of responses

*For a detailed list, see the tabulation sheet

Brand Presently Smoked by "How about Old Gold"

(Per Cent)

University of Illinois Students

	1	2	3	4	5	6	7	8	9	10	11	No.
Camel		9.1		18.2	9.1		18.2	36.		9.1		11
Winston	6.3	18.8		6.3		12.5		31.3	6.3	18.8		16
Lucky Strike	17.2	10.3	6.9	3.4	6.9	3.4	31.0	10.3		10.3		29
Chesterfield	36.0			4.0		12.0	24.0	16.0		4.0	4.0	25
Philip Morris						66.7	33.3					3
Pall Mall	12.0	4.0	4.0	16.0	4.0		20.0	24.0	4.0		4.0	25
Old Gold											100.0	4
L & M	22.2						22.2	11.1	33.3	11.1		9
Tareyton							50.0	50.0				2
Other	16.7	16.7	33.3			16.7		16.7				6
Viceroy	60.0	10.0					10.0	10.0	10.0			10
No Answer							100.0					1

1. Tastes too strong
2. Don't like them
3. Not strong enough
4. All right
5. Sweet taste
6. Irritating
7. Dislike taste
8. Haven't tried them
9. Other
10. Smokes them, is satisfied
11. Don't know & no answer
12. Number of responses

*For a detailed list, see the tabulation sheet

Brand Presently Smoked by "How about Old Gold"

(Per Cent)

Decatur City

	1	2	3	4	5	6	7	8	9	10	11	No.
Camel	3.8	23.1	11.5	11.5		7.7	11.5	11.5		15.4	3.8	26
Winston	12.1	18.2		15.2			15.2	9.1	12.1	15.2	3.0	33
Lucky Strike	5.6	22.2	5.6	5.6		13.9	11.1	11.1		16.7	8.3	36
Chesterfield	12.0	20.0	4.0		8.0	4.0	16.0	8.0		8.0	20.0	25
Philip Morris	5.6	5.6	5.6	22.2		11.1	22.2	5.6	11.1	5.6	5.6	18
Pall Mall	10.3	13.8	3.4	20.7	13.8	3.4	6.9		10.3	17.2		29
Old Gold			25.0	25.0						25.0	25.0	4
L & M	15.4	7.7		7.7			15.4	23.1	30.8			13
Tareyton	40.0	20.0						20.0			20.0	5
Marlboro	36.4							9.1		26.4	18.2	11
Other	15.4	15.4		7.7		15.4	15.4	15.4	7.7	7.7		13
Viceroy	10.0		10.0	10.0		10.0		20.0	10.0	20.0	10.0	10
No Answer	16.7	8.3		8.3					16.7	8.3	41.6	12

1. Tastes too strong
2. Don't like them
3. Not strong enough
4. All right
5. Sweet taste
6. Irrotating
7. Dislike taste
8. Haven't tried them
9. Other
10. Smokes them, is satisfied
11. Don't know & no answer

No. Number of responses

*For a detailed list see the tabulation sheet

Brand Presently Smoked by "How About Old Gold"

(Per Cent)

James Millikin University

	1	2	3	4	5	6	7	8	9	10	11	No.
Camel	6.7			6.7		13.3	46.7	20.0	6.7			15
Winston	11.8	11.8		5.9	5.9		17.6	11.8	17.6	17.6		17
Lucky Strike	5.0	10.0	5.0	5.0		10.0	40.0	5.0	15.0	5.0		20
Chesterfield	35.7	14.3				14.3	7.1	28.6				14
Philip Morris		25.0					25.0	25.0		25.0		4
Pall Mall	27.3	27.3		9.1		4.5	4.5	22.7	4.5			22
Old Gold										50.0	50.0	2
L & M	21.4	14.3					14.3	35.7		7.1	7.1	14
Tareyton									100.0			1
Other								33.3		66.7		3
Viceroy	40.0	20.0						40.0				5

1. Tastes too strong
2. Don't like them
3. Not strong enough
4. All right
5. Sweet taste
6. Irritating
7. Dislike taste
8. Haven't tried them
9. Other
10. Smokes them, is satisfied
11. Don't know & no answer

No. Number of responses

*For a detailed list, see the tabulation sheet.

Brands Presently Smoked by Previously Smoked Brands

Champaign-Urbana

Percents

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	No.
els	30.0			30.0	10.0	10.0		20.0								10
ston		15.6	3.1	21.9	12.5	3.1	15.6	3.1	6.3	12.5			3.1	3.1		32
ky Strike	60.0	10.0			10.0			20.0								10
sterfield	23.1	7.7	7.7	23.1	7.7	15.4	7.7	7.7								13
lip Morris	33.3			16.7	33.3			16.7								6
l Mall	12.5	31.3		31.3		6.3		6.3					6.3		6.3	16
Gold		16.7			16.7	16.7		16.7	16.7		16.7					6
M	13.4		6.7	13.4	13.4	6.7	26.8	6.7	13.4							15
bert Tarey-on		16.7		50.0		16.7		16.7								6
lboro	16.7	16.7						16.7								6
eroy	9.1		9.1		18.2	18.2	18.2			18.2			9.1			11
answer																0

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Tareyton
10. Marlboro
11. Kools
12. Raleigh
13. Cavalier
14. Marvels
15. Viceroys
No. Number smoking classified by brand presently smoked

Brands Presently Smoked by Previously Smoked Brands

University of Illinois

	Percents															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	No.
els	11.1	11.1		33.3	22.2	11.1	11.1									9
ston	14.2	7.1		28.4	7.1		28.4		14.2							14
ky Strike	12.5	29.2	4.2		41.7		4.2	8.3								24
sterfield	31.8	5.3		21.2	10.6		10.6		10.6				5.3			19
lip Morris				33.3	33.3				33.3							3
ll Mall	12.6	4.2	8.4	21.0	33.6	4.2		4.2		8.4						24
l Gold	25.0	50.0			25.0											4
M	22.2	22.2			22.2		11.1	11.1								9
reyton							100.0									1
lboro																0
eroy	30.0	10.0			30.3		20.0	10.0								10
answer																0

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Tareyton
10. Marlboro
11. Kools
12. Raleigh
13. Cavalier
14. Parrels
15. Viceroys
No. Number smoking classified by brand presently smoked

Brands Presently Smoked by Previously Smoked Brands

Decatur

Percents

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	No.
els	65.2	4.3		17.4	4.3			8.7								23
ston	3.6	39.3		10.7	7.1	17.9	3.6	3.6	3.6	10.7						28
ky Strike	25.0	12.5	3.1	12.5	18.8	9.4				3.1			15.6			32
sterfield	4.8	23.8		33.3	19.0	4.8	14.3									21
lip Morris	37.5			25.0	12.5		6.2	6.2						6.2		16
l Mall	14.3	17.9	3.6	25.0	10.7	7.1		21.4								28
Gold				25.0	25.0		25.0			25.0						4
M	36.4	9.1		9.1			36.4						9.1			11
yton	20.0				20.0			20.0				40.0				5
lboro	36.4			9.1	9.1				9.1	36.4						11
eroy	25.0				12.5	25.0	25.0	12.5								8
nswer	18.2	27.3		9.1	9.1		27.3					9.1				11

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Tareyton
10. Marlboro
11. Kools
12. Raleigh
13. Cavalier
14. Marvels
15. Viceroy
No. Number smoking classified by brand presently smoked

Brands Presently Smoked by Previously Smoked Brands

James Millikin University

	Percents															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	No.
ls	60.9			6.7	6.7		20.0	6.7								15
ton	17.6	11.8		23.5	11.8		23.5		5.8							17
y Strike	40.0	10.0	5.0		15.0	5.0	5.0	5.0								20
terfield	42.6	14.2	7.1	7.1			21.3									14
ip Morris	75.0	25.0														4
Mall	31.5	4.5		27.0	9.0	4.5		18.0								22
Cold	50.0												50.0			2
M	14.3	7.1	7.1	14.3	21.4		35.7									14
ert Tarey- n								100.0								1
boro									33.3	33.3		33.3				3
roy	20.0			20.0	40.0		20.0									5
nswer																0

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Herbert Tareyton
10. Marlboro
11. Kools
12. Raleigh
13. Cavalier
14. Marvels
15. Viceroy
No. Number smoking classified by brand presently smoked

Brand Presently Smoked by Ad Remembered Best

Champaign-Urbana

Percents

	1	2	3	4	5	6	7	8	9	10	11	12	13	No.
el	20.0	26.7	20.0									.7	26.7	15
ston	5.9	44.1	8.8	2.9		2.9	2.9		8.8	2.9	2.9	2.9	14.7	34
ky Strike			38.5				15.4				7.7		38.5	13
sterfield		25.0	25.0				12.5	6.3	6.3				25.0	16
lip Morris		33.3	11.1				11.1		11.1				33.3	9
l Mall		12.5	18.8			12.5		6.3	6.3	6.3			37.5	16
Gold			16.7	16.7			50.0						16.7	6
M		13.3	26.7		6.7	6.7		13.3				6.7	26.7	15
eyton		33.3	16.7									16.7	33.3	6
or	12.5	25.0							25.0				37.5	8
eroy		23.1	7.7	7.7				7.7	30.8	7.7			15.4	13
answer	50.0	50.0												2

1. Camel
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Viceroy
10. Marlboro
11. Don't know
12. Kools
13. No answer

No. Number of people smoking the particular brand

Brand Presently Smoked by Ad Remembered Best

University of Illinois Students

	Percents													
	1	2	3	4	5	6	7	8	9	10	11	12	13	No.
mel	27.3		9.1	9.1			9.1			18.2			27.3	11
nston		31.3	25.0	6.3			6.3			6.3		6.3	18.8	16
cky Strike	6.9	3.4	55.2	6.9			3.4	3.4	3.4	3.4		6.9	6.9	29
esterfield	4.0	16.0	16.0	20.0		4.0	8.0		4.0			8.0	20.0	25
ilip Morris													100.0	3
ll Mall	4.0	4.0	36.0	4.0	8.0	4.0	12.0			12.0		8.0	8.0	25
d Gold		25.0					25.0						50.0	4
& M		11.1	22.2	11.1						11.1		11.1	33.3	9
eyton				50.0									50.0	2
her				16.7		16.7	16.7					16.7	33.3	6
ceroy			20.0				30.0		40.0				10.0	10
answer													100.0	1

1. Camel
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Viceroy
10. Marlboro
11. Don't know
12. Other
13. No answer
No. Number of people smoking the particular brand

Brand Presently Smoked by Ad Remembered Best

Decatur

Percents

	1	2	3	4	5	6	7	8	9	10	11	12	13	No.
mel	4.2	4.2	12.5	4.2			4.2	4.2	16.7				50.0	24
nston		58.6	10.3	3.4			3.4				3.4		20.7	29
cky Strike		5.6	55.6	2.8		2.8	11.1						22.2	36
esterfield		4.3	4.3	8.7	4.3		4.3					4.3	69.6	23
ilip Morris		23.5	47.1	5.9			5.9						17.6	17
ll Mall		13.8	10.3	3.4	3.4	2.9					3.4	3.4	55.2	29
d Gold				25.0			25.0						50.0	4
& M		9.1	18.2					9.1				9.1	54.5	11
eyton												20.0	80.0	5
rlboro			36.4							9.1		9.1	45.5	11
her	8.3	8.3	8.3				8.3		8.3				58.3	12
ceroy		22.2	11.1						66.7					9
answer		45.5		9.1			9.1					9.1	27.3	11

1. Camel
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Viceroy
10. Marlboro
11. Don't Know
12. Kools
13. No answer
No. Number of people smoking the particular brand

Brand Presently Smoked by Ad Remembered Best

James Millikin Students

Percents

	1	2	3	4	5	6	7	8	9	10	11	12	13	N.
l	26.7	20.0	13.3	6.7			6.7			6.7		6.7	13.3	15
ton	11.8	52.9	5.9	5.9			5.9					11.8	5.9	17
y Strike		10.0	60.0	10.0			10.0					5.0	5.0	20
terfield		7.1	35.7		7.1		21.4		7.1			7.1	14.3	14
ip Morris				25.0			25.0		25.0	25.0				4
Mall	9.1	13.6	13.6		4.5	22.7	4.5	4.5	4.5	4.5		9.1	9.1	22
Gold			50.0				50.0							2
M			42.9			7.1	14.3	7.1				7.1	21.4	14
ton							100.0							1
r		33.3							33.3			33.3		3
roy		40.0	20.0						40.0					5

1. Camel
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Viceroy
10. Marlboro
11. Don't know
12. Kools
13. No answer
N. Number of people smoking the particular brand

Brand Presently Smoked by Reaction to Ad Remembered Best

Champaign-Urbana City

	Percentages									
	1	2	3	4	5	6	7	8	9	10
Camel	13.3	13.3	13.3	6.7			6.7	6.7	40.0	15
Winston	17.6	11.8	8.8		8.8		20.6	14.7	17.6	34
Lucky Strike	23.1	15.4	7.7	15.4					38.5	13
Chesterfield		31.3	12.5	6.3		18.8		6.3	18.8	16
Phillip Morris	22.2	1.1	22.2	11.1			11.1		22.2	9
Pall Mall	18.8	12.5	12.5	6.3					50.0	16
Old Gold		33.3	33.3	16.7					16.7	6
L & M	20.0		13.3	6.7	6.7		20.0	6.7	26.7	15
Tareyton	16.7	16.7					16.7		50.0	6
Other		25.0	12.5					12.5	50.0	8
Viceroy	7.7	23.1		7.7		7.7	15.4	23.1	15.4	13
No answer							50.0	50.0		2

1. Average, ok, liked it, good, liked the way it was put on, liked it.
2. Cute, clever, sort of funny, got tickled, amusing, pleasing, catchy.
3. Dislike, interruptions in program, corny, no good, rotten, too much adv.
4. Music or song, likes tune, rhythm, music.
5. Don't pay any attention to it.
6. Likes master of ceremonies of program or announcer, program good variety.
7. Sales message, pleased with ad, good advertising, sold me, repetition.
8. No reaction.
9. No answer.
10. Number of people smoking the particular brand.

Brands Presently Smoked by Reaction to Ad Remembered Best

University of Illinois Students

	Percents									
	1	2	3	4	5	6	7	8	9	10
Camel	27.3	9.1	27.3				18.2	9.1	9.1	11
Winston	50.0	12.5	25.0				6.3	6.3		16
Lucky Strike	27.6	17.2	10.3	3.4			20.7	3.4	17.2	29
Chesterfield	36.0	8.0	16.0	8.0			12.0		20.0	25
Phillip Morris	33.3								66.7	3
Pall Mall	28.0	12.0	16.0	8.0			16.0	12.0	8.0	25
Old Gold			50.0						50.0	4
L & M	22.2	22.2	11.1				11.1	11.1	22.2	9
Tareyton	50.0		50.0							2
Other	33.3	33.3					16.7		16.7	6
Viceroy	20.0	40.0	20.0						20.0	10
No answer									100.0	1

1. Average, ok, liked it, good, liked the way it was put on, liked it.
2. Cute, clever, sort of funny, got tickled, amusing, pleasing, catchy.
3. Dislike, interruptions in program, corny, no good, rotten, too much adv.
4. Music or song, likes tune, rhythm, music.
5. Don't pay any attention to it.
6. Likes master of ceremonies of program or announcer, program good variety.
7. Sales message, pleased with ad, good advertising, sold me, repetition.
8. No reaction.
9. No answer.
10. Number of people smoking the particular brand.

Brand Presently Smoked by Reaction to Ad Remembered Best

Decatur City

	Percents									
	1	2	3	4	5	6	7	8	9	10
Camel	16.7	8.3	20.8				8.3		45.7	24
Winston	13.8	34.5		3.4		17.2	3.4	6.9	20.7	29
Lucky Strike	30.6	5.6	2.8	8.3			11.1	2.8	38.9	36
Chesterfield	4.3	13.0	17.4					8.7	56.5	23
Phillip Morris	41.2	29.4	5.9	5.9					17.6	17
Pall Mall	10.3	6.9	6.9	3.4	3.4		3.4		65.5	29
Old Gold								25.0	75.0	4
L & M	9.1	9.1	54.5				9.1		18.2	11
Tareyton	20.0								80.0	5
Marlboro	45.5							9.1	45.5	4
Other	25.0			8.3			16.7	8.3	41.7	12
Viceroy	22.2	22.2	11.1		11.1		33.3			9
No answer	45.5	9.1	9.1				9.1		27.3	11

1. Average, ok, liked it, good, liked the way it was put on, liked it.
2. Cute, clever, sort of funny, got tickled, amusing, pleasing, catchy.
3. Dislike, interruptions in program, corny, no good, rotten, too much adv.
4. Music or song, likes tune, rhythm, music.
5. Don't pay any attention to it.
6. Likes master of ceremonies of program or announcer, program good variety.
7. Sales message, pleased with ad, good advertising, sold me, repetition.
8. No reaction.
9. No answer.
10. Number of people smoking the particular brand.

Brands Presently Smoked by Reaction to Ad Remembered Best

James Millikin Students

	Percents									
	1	2	3	4	5	6	7	8	9	10
Camel	6.7	6.7	13.3			6.7	26.7	20.0	20.0	15
Winston	17.6	29.4	5.9	11.8			17.6	11.8	5.9	17
Lucky Strike	35.0	5.0	5.0	5.0	5.0		40.0	5.0		20
Chesterfield	35.7	14.3	7.1	7.1			14.3	7.1	14.3	14
Phillip Morris	50.0		50.0							4
Pall Mall	13.6	18.2	13.6	4.5			31.8	9.1	9.1	22
Old Gold	50.0						50.0			2
L & M	42.9	14.3	7.1				21.4		14.3	14
Tareyton									100.0	1
Other	33.3	33.3	33.3							3
Viceroy	20.0	20.0		20.0			40.0			5

1. Average, ok, liked it, good, liked the way it was put on, liked it.
2. Cute, clever, sort of funny, got tickled, amusing, pleasing, catchy.
3. Dislike, interruptions in program, corny, no good, rotten, too much ad.
4. Music or song, likes tune, rhythm, music.
5. Don't pay any attention to it.
6. Likes master of ceremonies of program or announcer, program good variety.
7. Sales message, pleased with ad, good advertising, sold me, repetition.
8. No reaction.
9. No answer.
10. Number of people smoking the particular brand.

Brand Presently Smoked by the Respondent's Opinion of the Brand Doing the Most Advertising

Champaign-Urbana

Percents

	1	2	3	4	5	6	7	8	9	10	11	12	13	No.
Camel	6.7	20.0	20.0	6.7			6.7				26.7		13.3	15
Winston	17.6	20.6	29.4	2.9			2.9				14.7		11.8	34
Lucky Strike	15.4	7.7	30.8	7.7		7.7	7.7				23.1			13
Chesterfield	12.5	12.5	12.5	31.3				6.3			18.8		6.3	16
Philip Morris	11.1	22.2		22.2							22.2	11.1	11.1	9
Pall Mall	6.3	25.0	31.3	18.8			6.3						12.5	16
Old Gold		16.7	16.7	16.7			16.7				16.7		16.7	6
L & M			20.0	26.7	6.7	6.7		13.3			13.3		13.3	15
Sareyton	16.7	16.7	50.0								16.7			6
Other			37.5	25.0					12.5		12.5		12.5	8
Viceroy		23.1	7.7	23.1					7.7	7.7	23.1		7.7	13
No answer			50.0				50.0							2

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Viceroy
10. Marlboro
11. Don't know
12. Kools
13. No answer

No. Number of people smoking the particular brand

Brand Presently Smoked by the Respondent's Opinion of the Brand Doing the Most Advertising

University of Illinois Students

Percents

	1	2	3	4	5	6	7	8	9	10	11	12	13	No.
Camel	9.1	18.2	36.4	9.1							18.2		9.1	11
Winston		12.5	25.0	18.8							31.3		12.5	16
Lucky Strike	17.2		41.4	20.7				6.9		3.4	6.9		3.4	29
Chesterfield	16.0	8.0	32.0	28.0		4.0	4.0					4.0	4.0	25
Philip Morris				33.3							33.3		33.3	3
Pall Mall	12.0	12.0	32.0	24.0							16.0		4.0	25
Old Gold	25.0	25.0	25.0						25.0					4
L & M	22.2	11.1	22.2	11.1				11.1			11.1	11.1		9
Tareyton			50.0	50.0										2
Other		16.7	33.3	16.7			16.7				16.7			6
Viceroy	10.0	20.0	50.0								20.0			10
No answer			100.0											1

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Viceroy
10. Marlboro
11. Don't know
12. Kools
13. No answer

No. Number of people smoking the particular brand

Brands Presently Smoked by the Respondent's Opinion of the Brand Doing the Most Advertising

Decatur

Percents

	1	2	3	4	5	6	7	8	9	10	11	12	13	No.
Camel		8.3	33.3	8.3			4.2		20.8	8.3	16.7			24
Winston	10.3	44.8	17.2	13.8		3.4					10.3			29
Lucky Strike		5.6	25.0	27.8			11.1				27.8		2.8	36
Chesterfield	4.3	21.7	21.7	17.4						4.3	4.3		26.1	23
Philip Morris	11.8	5.9	23.5	29.4					5.9		17.6		5.9	17
Pall Mall	3.4	6.9	37.9	20.7		3.4	3.4		17.2		6.9			29
Old Gold			25.0	25.0			25.0				25.0			4
L & M	36.4	9.1	27.3					9.1			18.2			11
Kreyton		20.0	40.0	20.0					20.0					5
Marlboro			9.1	9.1		36.4			9.1		36.4			11
Other		8.3	50.0	33.3			8.3							12
Viceroy	22.2	22.2	11.1	22.2							11.1		11.1	9
No answer		8.3	8.3		8.3		8.3				16.7	33.3	8.3	11

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Viceroy
10. Marlboro
11. Don't know
12. Kools
13. No answer

No. Number of people smoking the particular brand

Brands Presently Smoked by the Respondent's Opinion of the Brand Doing the Most Advertising

James Millikin Students

Percents

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
mel	6.7	33.3	20.0	20.0				6.7			13.3			15
inston	5.9	35.3	29.4	29.4										17
ucky Strike	5.0	25.0	35.0	25.0				5.0			5.0			20
hesterfield			50.0	42.9							7.1			14
hilip Morris	25.0			50.0							25.0			4
all Mall	9.1	22.7	45.5	13.6			9.1							22
ld Gold			50.0	50.0										2
& M		28.6	28.6	21.4			7.1	7.1			7.1			14
ayton				100.0										1
ther		33.3		33.3						33.3				3
iceroy		40.0	40.0				20.0							5

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Viceroy
10. Marlboro
11. Don't know
12. Kools
13. No answer
No. Number of people smoking the particular brand

Brands Presently Smoked by Respondent's Opinion of Its Advertising

Champaign-Urbana

	Percents									
	1	2	3	4	5	6	7	8	9	No.
Camel	13.3	26.7	13.3	13.3	6.7	6.7		13.3	6.7	15
Winston	5.9	5.9	52.9	20.6	8.8				5.9	34
Lucky Strike	7.7		46.2	15.4	15.4	7.7			7.7	13
Chesterfield	12.5	6.3	50.0	12.5	12.5			6.3		16
Philip Morris	44.4	11.1	22.2					11.1	11.1	9
Pall Mall	37.5	6.3	25.0	12.5	6.3			6.3	6.3	16
Old Gold		50.0		16.7	16.7		16.7			6
L & M	40.0	13.3	20.0	13.3					13.3	15
Tareyton	16.7	50.0	33.3							6
Other	25.0		37.5	25.0		12.5				8
Viceroy	15.4	23.1	61.5							2
No answer		100.0								

1. Can't remember, never noticed.
2. Very good, good, high, quite a job of advertising, like it, fine.
3. Ok, about the same, not too special, just as good, fair, all right.
4. Clever, cute.
5. Excellent, best, finest rate, among the top, best.
6. Very little advertising, never advertises, not very much.
7. Don't care for it, not understanding, not outstanding, too long.
8. Don't know.
9. No answer

No. Number of people smoking the particular brand.

Brand Presently Smoked by Respondent's Opinion of Its Advertising

University of Illinois Students

	Percents									
	1	2	3	4	5	6	7	8	9	No.
Camel	27.3	18.2	27.3	9.1		9.1			9.1	11
Winston	12.5	25.0	31.3	12.5					12.5	16
Lucky Strike	6.9	3.4	48.3	27.6	3.4				10.3	29
Chesterfield	8.0		48.0	32.0					12.0	25
Philip Morris			33.3	33.3					33.3	3
Pall Mall	24.0	24.0	44.0	4.0					4.0	25
Old Gold	50.0	25.0	25.0							4
L & M	33.3		44.4	11.1					11.1	9
Tareyton	50.0	50.0								2
Other	50.0		16.7	33.3						6
Viceroy	40.0	30.0	20.0	10.0						10
No answer	100.0									1

1. Can't remember, never noticed.
2. Very good, good, high, quite a job of advertising, like it, fine.
3. Ok, about the same, not too special, just as good, fair, all right.
4. Clever, cute.
5. Excellent, best, finest rate, among the top, best.
6. Very little advertising, never advertises, not very much.
7. Don't care for it, not understanding, not outstanding, too long.
8. Don't know.
9. No answer.

No. Number of people smoking the particular brand.

Brand Presently Smoked by Respondent's Opinion of Its Advertising

Decatur

	Percents									
	1	2	3	4	5	6	7	8	9	No.
Camel	33.3	16.7	12.5	16.7	4.2			12.5	4.2	24
Winston		17.2	13.8	48.3	10.3				10.3	29
Lucky Strike		5.6	52.8	16.7	13.9	11.1				36
Chesterfield	8.7	13.0	43.5	80.7				4.3	21.7	23
Philip Morris	47.1		17.6	11.8	5.9	5.9		5.9	5.9	17
Pall Mall	27.6	17.2	27.6	6.9	6.9	3.4		6.9	3.4	29
Old Gold			50.0		25.0				25.0	4
L & M		9.1	54.5		9.1	9.1	9.1	9.1		11
Tareyton	20.0	20.0			20.0			20.0	20.0	5
Marlboro			54.5	9.1				36.4		11
Other	16.7	25.0	25.0	8.3	16.7				8.3	12
Viceroy		22.2	55.6		11.1				11.1	9
No answer		9.1	18.2		9.1			9.1	54.5	11

1. Can't remember, never noticed.
2. Very good, good, high, quite a job of advertising, like it, fine.
3. Ok, about the same, not too special, just as good, fair, all right.
4. Clever, cute.
5. Excellent, best, finest rate, among the top, best.
6. Very little advertising, never advertises, not very much.
7. Don't care for it, not understanding, not outstanding, too long.
8. Don't know.
9. No answer.

No. Number of people smoking the particular brand.

Brands Presently Smoked by Respondent's Opinion of Its Advertising

James Millikin Students

	Percents									
	1	2	3	4	5	6	7	8	9	No.
Camel	6.7	40.0	26.7	13.3					13.3	15
Winston	5.9	17.6	11.8	58.8	5.9					17
Lucky Strike		20.0	55.0	20.0					5.0	20
Chesterfield		21.4	50.0	21.4				7.1		14
Philip Morris		50.0	50.0							4
Pall Mall	13.6	18.2	31.8	27.3	4.5			4.5		22
Old Gold				100.0						2
L & M	7.1	28.6	42.9	7.1	7.1				7.1	14
Tareyton		100.0								1
Other		33.3	33.3		33.3					3
Viceroy		60.0	20.0	20.0						5

1. Can't remember, never noticed.
2. Very good, good, high, quite a job of advertising, like it, fine.
3. Ok, about the same, not too special, just as good, fair, all right.
4. Clever, cute.
5. Excellent, best, finest rate, among the top, best.
6. Very little advertising, never advertises, not very much.
7. Don't care for it, not understanding, not outstanding, too long.
8. Don't know.
9. No answer.

No. Number of people smoking the particular brand.

Brand Presently Smoked by Camel Slogan Recognition

	Champaign-Urbana						Lecatur					
	1	2	3	4	5	No.	6	7	8	9	10	No.
Camel	33.3	6.7	6.7	53.3		15	4.2	8.3	20.8	62.5	4.2	24
Winston	14.7	2.9	11.8	61.8	8.7	34	31.0	3.4	10.3	37.7	17.2	29
Lucky Strike	15.4	7.7	15.4	53.8	7.7	13	5.6	2.8	13.9	50.4	19.5	36
Chesterfield	18.8	6.3	18.8	50.0	6.3	16	4.3		13.0	78.3	4.3	23
Philip Morris		33.3	22.2	44.4		9	5.9	29.4	11.8	29.4	23.5	17
Pall Mall	25.0		25.0	37.6	12.5	16	19.8	13.8	6.9	67.5		29
Old Gold	16.7		16.7	66.7		6			25.0	75.0		4
L & M	13.3		20.0	46.7	20.1	15				100.0		11
Tareyton	16.7	16.7	16.7	50.0		6				60.0	40.0	5
Marlboro	12.5	12.5		62.5	12.5	8	9.4		9.1	54.6		11
Other			7.7	84.6	7.7	13	8.3	8.3		66.7	16.6	12
Viceroy								33.3		55.6	11.1	9
No answer	50.0	50.0				2	45.5			45.5	10.0	11

1. Camels
2. Luckies
3. Chesterfield
4. Don't know & no answer
5. Others
No. Number of brand smokers

6. Camels
7. Luckies
8. Chesterfield
9. Don't know & no answer
10. Others
No. Number of brand smokers

Brands Presently Smoked by Camel Slogan Recognition

	University of Illinois						James Millikin University					
	1	2	3	4	5	No.	6	7	8	9	10	No.
Camel	27.3	9.1	9.1	45.4	9.1	11	13.3	13.3	6.7	53.3	13.3	15
Winston	25.0		12.5	63.6		16	23.5	11.8	17.6	17.6	29.4	17
Lucky Strike	17.7	6.0	13.3	37.8	24.1	29	40.0		25.0	20.0	15.0	20
Chesterfield	28.0	4.0	12.0	36.0	20.0	25	28.6	7.1	7.1	50.0	7.1	14
Philip Morris	33.3			66.7		3		25.0	50.0		25.0	4
Pall Mall	20.0	4.0	8.0	64.0	4.0	25	13.6	13.6	9.1	50.7	13.6	22
Old Gold	25.0			50.0	25.0	4				50.0	50.0	2
L & M	33.3		22.2	33.3	11.1	9			28.6	42.7	28.6	14
Tareyton	50.0		50.0			2		100.0				1
Other	33.3	16.7		50.0		6			33.3	33.3	33.3	3
Accuracy	20.0	10.0	10.0	50.0	10.0	10				40.0	60.0	5
No answer				100.0		1						

1. Camels
2. Luckies
3. Chesterfield
4. Don't know & no answer
5. Others
No. Number of brand smokers

6. Camels
7. Luckies
8. Chesterfield
9. Don't know & no answer
10. Others
No. Number of brand smokers

Brand Presently Smoked by Old Gold Slogan Recognition

Champaign-Urbana

	1	2	3	4	5	6	7	No.
Camel	6.7		6.7		20.0	60.0	6.7	15
Winston	2.9			5.9	24.3	61.8	2.9	34
Lucky Strike					30.8	61.5	7.7	13
Chesterfield				12.5	25.0	50.0	12.5	16
Philip Morris					22.2	44.4	33.3	9
Pall Mall		6.3	6.3		18.8	62.5	6.3	16
Old Gold					16.7	33.3		6
L & M	6.7				20.0	53.3	20.1	15
Tareyton					16.7	83.3		6
Other	12.5				25.0	62.5		8
Viceroy				7.7		92.3		13
No answer					50.0	50.0		2

1. Camel
2. Winston
3. Lucky Strike
4. Chesterfield
5. Old Gold
6. Don't know & no answer
7. Others
No. Number of brand smokers

Brand Presently Smoked by Old Gold Slogan Recognition

University of Illinois

	1	2	3	4	5	6	7	No.
Camel		9.1				90.9		11
Winston			6.3		12.5	68.8	12.6	16
Lucky Strike	10.3		3.4	10.3	3.4	69.0	3.4	29
Chesterfield	8.0		4.0		12.0	68.0	8.0	25
Philip Morris						100.0		3
Pall Mall				8.0		84.0	8.0	25
Old Gold					25.0	75.0		4
L & M			11.1			77.8	11.1	9
Tareyton						100.0		2
Other					33.3	50.0	16.7	6
Viceroy		10.0	10.0		20.0	60.0		10
No answer						100.0		1

1. Camel
2. Winston
3. Lucky Strike
4. Chesterfield
5. Old Gold
6. Don't know & no answer
7. Other
No. Number of brand smokers

Brand Presently Smoked by Old Gold Slogan Recognition

Decatur

	1	2	3	4	5	6	7	No.
Camel	4.2		4.2		8.3	83.4		24
Winston	3.4	6.9	3.4	10.3	20.7	55.2		29
Lucky Strike		2.8		5.6	30.6	61.2		36
Chesterfield	4.3			4.3	13.0	78.3	4.7	23
Philip Morris			5.9	5.9	5.9	82.4		17
Pall Mall					3.4	93.1	3.4	29
Old Gold			25.0			75.0		4
L & M		9.1	18.2			72.7		11
Tareyton	20.0				20.0	60.0		5
Marlboro			9.1		9.1	81.8		11
Other					30.7	75.0	8.3	12
Viceroy	11.1	11.1	11.1		11.1	55.6		9
No answer				9.1	9.1	81.8		11

1. Camel
2. Winston
3. Lucky Strike
4. Chesterfield
5. Old Gold
6. Don't know & no answer
7. Other

No. Number of brand smokers

Brand Presently Smoked by Ll Cold Slogan Recognition

James Millikin University

	1	2	3	4	5	6	7	No.
Camel		6.7			6.7	86.7		15
Winston		11.8			5.9	41.2	41.2	17
Lucky Strike	5.0	5.0	10.0		30.0	49.0		20
Chesterfield					21.4	78.6		14
Philip Morris		25.0	25.0			50.0		4
Pall Mall	9.1		9.1		13.6	68.0	9.0	22
Old Gold		50.0				50.0		2
L & M	7.1	7.1		7.1	7.1	71.4		14
Tareyton						100.0		1
Other						66.7	33.3	3
Viceroy					50.0	50.0		2

1. Camel
2. Winston
3. Lucky Strike
4. Chesterfield
5. Old Gold
6. Don't know & no answer
7. Other
No. Number of brand smokers

Brand Presently Smoked by Lucky Strike Slogan Recognition

	Champaign-Urbana							Decatur						
	1	2	3	4	5	6	No.	7	8	9	10	11	12	No.
Camel	6.7		86.7		6.7		15		4.2	75.0		8.3	12.6	24
Winston		5.9	76.5		17.6		34		3.4	69.0		27.6		29
Lucky Strike			84.6		15.4		13	2.8	11.1	69.4		16.7		36
Chesterfield	6.3		81.3	6.3	6.3		16	4.3		65.2		26.0	4.3	23
Philip Morris			88.9			11.1	9			70.6		5.9	23.5	17
Mall Mall			87.5		12.5		16	3.4	3.4	44.8		41.4	6.8	29
Old Gold			100.0				6			75.0		25.0		4
L & M			60.0		40.0		15			18.2		81.8		11
Tareyton			83.3		16.7		6			60.0		40.0		5
Marlboro									36.4	27.3		36.4		11
Kent			75.0		25.0		8		8.3	66.7		25.0		12
Viceroy			69.2	7.7	23.1		13		11.1	55.6		33.3		9
No answer	50.0		50.0				2			45.5		45.5	9.1	11

1. Camel
2. Chesterfield
3. Lucky Strike
4. Old Gold
5. Don't know & no answer
6. Others

No. Number of brand smokers

7. Camel
8. Chesterfield
9. Lucky Strike
10. Old Gold
11. Don't know & no answer
12. Others

No. Number of brand smokers

Brands Presently Smoked by Lucky Strike Slogan Recognition

	University of Illinois						James Milliken University						
	1	2	3	4	5	6	No.	7	8	9	10	11	12	No.
Camel	9.1		81.8		9.1		11	6.7	6.7	73.3		6.7	6.7	15
Winston			68.8		31.2		16			82.4	5.9	5.9	5.9	17
Lucky Strike			8 .7		6.9	3.4	29	5.0		85.0		5.0		20
Chesterfield		4.0	84.0		8.0		25			85.7		14.3		14
Philip Morris			100.0				3			100.0				4
Pall Mall	4.0		72.0		16.0	8.0	25	4.5	9.1	81.8		4.5		22
Old Gold			75.0		25.0		4			50.0		50.0		2
L & M	11.1		77.8		11.1		9			92.9		7.1		14
Tareyton			100.0				2			100.0				1
Other	16.7		66.7		16.7		6			100.0				3
Viceroy	20.0		60.0		20.0		10			80.0		20.0		5
No answer			100.0				1							

1. Camel
2. Chesterfield
3. Lucky Strike
4. Old Gold
5. Don't know & no answer
6. Others

No. Number of people smoking brand

7. Camel
8. Chesterfield
9. Lucky Strike
10. Old Gold
11. Don't know & no answer
12. Others

No. Number of people smoking brand

Brand recently smoked by Herbert Tareyton Slogan Recognition

Percents

	Herbert-Tareyton							Regular						
	1	2	3	4	5	6	No.	7	8	9	10	11	12	No.
Camel	6.7			6.7	73.3	13.4	15	8.3			4.2	75.0	12.5	24
Winston					68.2	31.7	22	2.4	2.4			75.6	17.2	29
Lucky Strike					92.3	7.7	13	2.8			11.1	44.4	41.5	36
Chesterfield	6.3	6.3			87.5		16					78.2	21.7	23
Philip Morris		11.1		11.1	66.7	11.1	9			5.9	5.9	70.6	17.7	17
Pall Mall	6.3			6.3	75.0	12.6	16		3.4			82.7	13.8	29
Old Gold		16.7			83.4		6				25.0	75.0		4
L & M		13.3			86.6	6.7	15					100.0		21
Tareyton					100.0		6					80.0	20.0	5
Marlboro												54.6	45.5	11
Other		12.5			87.5		8		5.3			78.9	16.6	19
Viceroy		7.7			92.3		13					77.8	22.2	9
No answer					100.0		2	9.1			9.1	81.8		11

1. Camels
2. Winston
3. Tareyton
4. Pall Mall
5. Don't know & no answer
6. Others
No. Number of brand smokers

7. Camels
8. Winston
9. Tareyton
10. Pall Mall
11. Don't know & no answer
12. Others
No. Number of brand smokers

Brand Presently Smoked by Herbert Tareyton Slogan Recognition

Percents

	University of Illinois							James Millikin University						
	1	2	3	4	5	6	No.	7	8	9	10	11	12	No.
Camel				90.9		9.1	11					84.7	15.4	19
Winston				6.3	81.3	12.6	16	5.9	5.9	5.9	5.9	70.6	5.9	17
Lucky Strike	3.4	3.4	3.4		65.6	24.1	29			15.0	15.0	45.0	25.0	20
Chesterfield				4.0	84.0	12.0	25			7.1	7.1	78.6	7.1	14
Philip Morris					66.7	33.3	3				25.0	50.0	25.0	4
Tall Mall					100.0		25			4.5	9.1	82.0	4.5	22
Old Gold	25.0				50.0	25.0	4					100.0		2
L & M			11.1		11.1	55.6	22.2	9				71.4	28.6	14
Tareyton					100.0		2					100.0		1
Other	16.7				83.3		6					66.7	33.3	3
Viceroy					100.0		10					80.0	20.0	5
No answer					100.0		1							

1. Camels
2. Winston
3. Tareyton
4. Tall Mall
5. Don't know & no answer
6. Others
No. Number of brand smokers

7. Camels
8. Winston
9. Tareyton
10. Tall Mall
11. Don't know & no answer
12. Others
No. Number of brand smokers

Brand Presently Smoked by Pall Mall Slogan Recognition

	Champaign-Urbana							Decatur						
	1	2	3	4	5	6	No.	7	8	9	10	11	12	No.
Camel	13.3		13.3		66.7		15	8.3	8.3	33.3		41.7	8.4	24
Winston	2.9	2.9	8.8		82.4		34		10.3	10.3	3.4	69.0	6.8	29
Lucky Strike			7.7		92.3		13		8.3	8.3		44.5	38.9	36
Chesterfield	6.3		25.0		50.0	18.7	16		8.7	8.7		73.9	8.7	23
Philip Morris			22.2		44.4	33.3	9	11.8	17.6	5.9	5.9	52.9	5.9	17
Pall Mall	6.3	12.5	18.8		56.3	6.3	16		10.3	24.1		58.6	6.8	29
Old Gold					100.0		6			25.0	25.0	50.0		4
L & M	6.7	13.3	13.3		53.3	13.4	15			9.1		90.9		11
Tareyton					83.3	16.7	6			20.0		60.0	20.0	5
Marlboro											36.4	54.5	9.1	11
Other			37.5		62.5		8		8.3	8.3		66.6	16.6	12
Viceroy			15.4	7.7	76.9		13					88.9	11.1	9
No answer		50.0	50.0				2			9.1		81.8	9.1	11

1. Camels
2. Chesterfields
3. Pall Mall
4. Old Gold
5. Don't know & no answer
6. Others

No. Number of brand smokers

7. Camels
8. Chesterfields
9. Pall Mall
10. Old Gold
11. Don't know & no answer
12. Others

No. Number of brand smokers

Brand Presently Smoked by Pall Mall Slogan Recognition

	University of Illinois							James Millikin University						
	1	2	3	4	5	6	No.	7	8	9	10	11	12	No.
Camel		9.1	27.3		63.6		11	13.3	6.7	20.0	6.7	46.7	6.7	15
Winston	18.8		37.5		37.5	6.3	16	11.8	5.9	41.2		35.3	5.9	17
Lucky Strike	3.4	10.3	31.0	3.4	44.7	6.8	29	5.0	5.0	45.0	5.0	30.0	10.0	20
Chesterfield	4.0	4.0	48.0		36.0	4.0	25	7.1	7.1	50.0	7.1	21.4	7.4	14
Philip Morris			33.3		66.7		3	25.0		25.0		50.0		4
Pall Mall		4.0	72.0		20.0	4.0	25	4.5	4.5	45.5		40.9	4.5	22
Old Gold			50.0		25.0	25.0	4					100.0		2
L & M	11.1		33.3		44.4	11.1	9	14.3		35.7	14.3	35.7		14
Tareyton					100.0		2						100.0	1
Other			50.0		50.0		6			66.7		33.3		3
Viceroy			50.0		20.0	30.0	10			40.0	20.0	40.0		5
No answer					100.0		1							

1. Camels
2. Chesterfields
3. Pall Mall
4. Old Gold
5. Don't know & no answer
6. Others

No. Number of brand smokers

7. Camels
8. Chesterfields
9. Pall Mall
10. Old Gold
11. Don't know & no answer
12. Others

No. Number of brand smokers

Brand Presently Smoked by Winston Slogan Recognition

	Champaign-Urbana							Decatur						
	1	2	3	4	5	6	No.	7	8	9	10	11	12	No.
Camel	53.3				33.3	13.4	15	62.5	4.2	4.2	4.2	20.8	4.2	24
Winston	82.4				17.6		34	89.7				10.3		29
Lucky Strike	46.2	23.1	7.7		23.1		13	72.2	8.3			16.7	2.8	36
Chesterfield	75.0		12.5	6.3	6.3		16	60.9			4.3	34.7		23
Philip Morris	55.6			11.1	11.1	22.2	9	76.5	5.9	5.9		11.8		17
Pall Mall	56.3	6.3			37.5		16	31.0	3.4			65.5		29
Old Gold	16.7				16.7	16.7	6	25.0				75.0		4
L & M	40.0				20.0	40.0	15	90.9				9.1		11
Fareyton	66.7	16.7			16.7		6	40.0				60.0		5
Marlboro								9.1	45.5	9.1			36.4	11
Other	37.5		12.5		50.0		8	50.0	8.3			41.7		12
Viceroy	61.5				23.1	15.4	13	66.7		11.1		11.1	11.1	9
No answer	100.0						2	63.6				36.4		11

1. Winston
2. Lucky Strike
3. Chesterfield
4. Old Gold
5. Don't know & no answer
6. Others

No. Number of brand smokers

7. Winston
8. Lucky Strike
9. Chesterfield
10. Old Gold
11. Don't know & no answer
12. Others

No. Number of brand smokers

Brand Presently Smoked by Winston Slogan Recognition

	University of Illinois							James Millikin University						
	1	2	3	4	5	6	No.	7	8	9	10	11	12	No.
Camel	45.5	18.2			27.3		11	53.3	6.7		13.3	20.0		15
Winston	81.3				12.5	6.3	16	70.6		5.9		17.7		17
Lucky Strike	27.6	10.3	27.6	3.4	20.7	10.2	29	75.0		10.0		15.0		20
Chesterfield	52.0	12.0	4.0	8.0	16.0	8.0	25	64.3	7.1		7.1	21.4		14
Philip Morris	33.3		33.3		33.3		3	75.0			25.0			4
Pall Mall	32.0	8.0	12.0	4.0	44.0		25	68.2		4.5		13.6	13.5	22
Old Gold	100.0						4	50.0				50.0		2
L & M	44.4	11.1	11.1	11.1	11.1	11.1	9	57.1		7.1		21.4	14.3	14
Tareyton	50.0				50.0		2			100.0				1
Other	66.7		16.7		16.7		6	100.0						3
Viceroy	70.0		20.0		10.0		10	80.0				20.0		5
No answer					100.0		1							

1. Winston
2. Lucky Strike
3. Chesterfield
4. Old Gold
5. Don't know & no answer
6. Others
No. Number of brand smokers

7. Winston
8. Lucky Strike
9. Chesterfield
10. Old Gold
11. Don't know & no answer
12. Others
No. Number of brand smokers

Brand Presently Smoked by L & M Slogan Recognition

	Champaign-Urbana							Decatur						
	1	2	3	4	5	6	No.	7	8	9	10	11	12	No.
Camel	20.0	13.3	13.3	6.7	40.0	6.7	15		16.7	16.7	8.3	54.2	4.2	24
Winston		11.8	5.9	2.9	73.5	2.9	34	6.9	3.4	10.3	13.8	51.7	13.8	29
Lucky Strike		15.4		7.7	76.9		13	5.6	25.0	16.7	16.7	33.4	2.8	36
Chesterfield	18.8	6.3	6.3	18.8	50.0		16	4.3	4.3	4.3	4.3	77.2	4.3	23
Philip Morris		11.1	22.2		55.6	11.1	9		11.8	5.9		64.7	17.7	17
Pall Mall	6.3	12.5	6.3		62.5	12.5	16		3.4	6.9	6.9	82.7		29
Old Gold					83.3	16.7	6		25.0			75.0		4
L & M		13.3	13.3	13.3	33.3	6.7	15				9.1	81.8		11
Kareyton		33.3			66.7		6			20.0		60.0	20.0	5
Marlboro				12.5	87.5		8		9.1			45.5	45.5	11
Other									16.7	16.7		66.7		12
Viceroy		7.7		7.7	84.6		13		22.2	33.3	11.1	22.2	11.1	9
No answer					100.0		2					81.8	18.2	11

1. Camels
2. Luckies
3. Chesterfield
4. L & M
5. Don't know & no answer
6. Other
No. Number of brand smokers

7. Camels
8. Luckies
9. Chesterfield
10. L & M
11. Don't know & no answer
12. Other
No. Number of brand smokers

Brand Presently Smoked by L & M Slogan Recognition

	University of Illinois							Jacso Hill Junior University						
	1	2	3	4	5	6	No.	7	8	9	10	11	12	No.
Camel		9.1			72.7	18.2	11	6.7	20.0	6.7		60.0	6.7	15
Winston	6.3	18.5	12.5		56.3	12.5	16	11.8	23.5		11.8	47.1	5.9	17
Lucky Strike	6.9	17.2			62.0	13.8	29	15.8	21.6	15.8	5.3	31.6	5.3	19
Chesterfield	8.0	16.0	4.0		60.0	12.0	25	14.3	14.3	7.1		64.3		14
Philip Morris		33.3			66.7		3	25.0	25.0			50.0		4
Pall Mall		8.0		4.0	84.0	4.0	25		50.0	4.5	4.5	32.1	11.6	22
Old Gold			25.0		75.0		4					100.0		2
L & M	11.1	22.2			44.4	22.2	9	7.1	35.7			45.0	7.1	14
Tareyton					50.0	50.0	2					100.0		1
Other		33.3	16.7		33.3	16.7	6			33.3		66.7		3
Viceroy		10.0		10.0	50.0	30.0	10		60.0			40.0		5
No answer		100.0					1							

1. Camels
2. Luckies
3. Chesterfields
4. L & M
5. Don't know & no answer
6. Others
No. Number of brand smokers

7. Camels
8. Luckies
9. Chesterfields
10. L & M
11. Don't know & no answer
12. Others
No. Number of brand smokers

Brand Frequently Smoked by Chesterfield Slogan Recognition

	Shawnee-Urban							Decatur						
	1	2	3	4	5	6	No.	7	8	9	10	11	12	No.
Camel	6.7		40.0		46.7	6.7	15	4.2		20.8		54.2	4.4	24
Winston	11.8	5.9	35.3		41.1	5.8	34	3.4	3.4	44.8		48.3		29
Lucky Strike	7.7	7.7	23.1		61.5		13	8.3	2.8	33.3	22.2	33.4		36
Chesterfield	12.5		56.3		25.0	6.3	16	6.7		73.3		17.4		23
Philip Morris			33.3		66.7		9	5.9	5.9	23.5		52.9	11.8	17
Pall Mall		12.5	25.0		50.0	12.5	16	3.4	3.4	34.5	3.4	55.2		29
Old Gold	33.3		66.7				6			80.0		20.0		4
L & M		6.7	40.0	6.7	26.7	20.0	15		36.4	27.3		36.4		11
Tareyton			50.0		33.3	16.7	6			40.0		40.0	20.0	5
Marlboro									36.4	9.1	36.4	18.2		11
Other			37.5		62.5		8		16.7	33.3		41.7	8.3	12
Viceroy	7.7	7.7	46.2		30.8	7.7	13			22.2		66.7	11.1	9
No answer	50.0		50.0				2	9.1		18.2		72.7		11

1. Camel
2. Luckies
3. Chesterfields
4. Pall Mall
5. Don't know & no answer
6. Others
No. Number of brand smokers

7. Camels
8. Luckies
9. Chesterfields
10. Pall Mall
11. Don't know & no answer
12. Others
No. Number of brand smokers

Brand Presently Smoked by Chesterfield Plural Recognition

	University of Illinois							Jones Hopkins University						
	1	2	3	4	5	6	No.	7	8	9	10	11	12	No.
Camel			36.4		63.6		11			13.3		80.0	6.7	15
Kent	31.3		25.0		37.5	6.3	32		5.9	35.3	5.9	41.2	11.8	17
Lucky Strike	13.8		34.5		37.9	13.7	29			36.7	15.8	36.8	10.5	19
Chesterfield	8.0		44.0		40.0	8.0	25	7.1		42.9	14.3	35.7		14
Philip Morris			33.3		33.3	33.3	3			75.0		25.0		4
Pall Mall	8.0		44.0		48.0		25	11.8		40.9	4.5	40.9		22
Old Gold	25.0		50.0		25.0		4				50.0	50.0		2
A & M	11.1		77.8		11.1		9	7.1	7.1	64.3		14.2	7.1	14
Marvyton			50.0		50.0		2			100.0				1
Other	16.7		16.7		66.7		6			33.3		66.7		3
Viceroy			20.0	10.0	50.0	20.0	10	40.0		20.0		40.0		5
No answer					100.0		1							

1. Camels
2. Luckies
3. Chesterfield
4. Pall Mall
5. Don't know & no answer
6. Others
No. Number of brand smokers

7. Camels
8. Luckies
9. Chesterfield
10. Pall Mall
11. Don't know & no answer
12. Others
No. Number of brand smokers

Brand Presently Smoked by Identification of Sponsor of

"The Hit Parade"

(Lucky Strike)

	Champaign-Urbana				Decatur			
	1.	2.	3.	No.	4.	5.	6.	No.
Camel	73.3	26.7		15	75.0	25.0		24
Winston	70.6	29.4		34	72.4	13.8	13.8	29
Lucky Strike	69.2	30.8		13	80.6	19.4		31
Chesterfield	93.8	6.3		16	69.6	26.1	4.3	23
Philip Morris	55.6	33.3	11.1	9	82.4	17.6		17
Pall Mall	62.5	31.3	6.3	16	69.0	27.6	3.4	29
Old Gold	66.7	16.7	16.7	6	100.0			4
L & M	47.7	46.7	6.7	15	90.9		9.1	11
Tareyton	100.0			6	60.0	40.0		5
Marlboro					27.3	72.7		11
Other	75.0	25.0		8	50.0	33.3	8.3	12
Viceroy	61.5	38.5		13	77.8	22.2		9
No answer					45.5	54.5		11

1. Lucky Strike
2. Don't know & no answer
3. Others
No. Number of brand smokers

4. Lucky Strike
5. Don't know & no answer
6. Others
No. Number of brand smokers

Brand Presently Smoked by Identification of Sponsor of

"The Hit Parade"

(Lucky Strike)

	University of Illinois				James Millikin University			
	1	2	3	No.	4	5	6	No.
Camel	72.7	18.2	9.1	11	86.7	13.3		15
Winston	81.3	12.6	6.3	16	94.1		5.9	17
Lucky Strike	82.8	13.8	3.4	29	94.7	5.3		20
Chesterfield	88.0	8.0	4.0	25	100.0			14
Philip Morris	66.7	33.3		3	75.0	25.0		4
Pall Mall	92.0	4.0	4.0	25	90.9	9.1		22
Old Gold	100.0			4	100.0			2
L & M	77.8	22.2		9	100.0			14
Tareyton	100.0			2	100.0			1
Other	100.0			6	100.0			3
Viceroy	80.0	20.0		10	100.0			3
No answer		100.0		1				

1. Lucky Strike
2. Don't know & no answer
3. Others
No. Number of brand smokers

4. Lucky Strike
5. Don't know & no answer
6. Others
No. Number of brand smokers

Brand Presently Smoked by Identification of the Sponsor for

"The Bob Cummings Show"

(Winston)

	Champaign-Urbana					Decatur				
	1	2	3	4	No.	5	6	7	8	No.
Camel	26.7	13.3	53.4	6.7	15	37.5	12.5	45.8	4.2	24
Winston	50.0	5.9	44.1		34	62.1		34.4	3.4	29
Lucky Strike	38.5		61.5		13	38.6		55.6	13.9	36
Chesterfield	50.0	12.5	37.5		16	60.9		39.1		23
Philip Morris	44.4		55.6		9	70.6		23.5	5.9	17
Pall Mall	50.0		50.0		16	37.9		58.6		29
Old Gold	33.3		66.7		6	25.0	25.0	50.0		4
L & M	33.3	6.7	53.3	6.7	15	36.4	36.4	27.3		11
Fareyton	33.3		66.7		6	20.0		60.0	20.0	5
Marlboro						9.1		90.9		11
Other	50.0		50.0		8	16.7	8.3	66.6	8.3	12
Viceroy	61.5		38.5		13	66.7	11.1	22.2		9
No answer	50.0		50.0		2	36.4		63.6		11

1. Winston
2. Chesterfield
3. Don't know & no answer
4. Others
No. Number of brand smokers

5. Winston
6. Chesterfield
7. Don't know & no answer
8. Others
No. Number of brand smokers

Brand Presently Smoked by Identification of the Sponsor for "The Bob Cummings Show"

(Winston)

	University of Illinois					Duke University				
	1.	2.	3.	4.	No.	5.	6.	7.	8.	No.
Camel	45.5		54.5		11	40.0		60.0		15
Winston	29.0		58.3	12.9	16	52.9	5.9	35.3	5.9	17
Lucky Strike	34.5		44.8	20.6	29	59.5	5.3	31.5	3.7	19
Chesterfield	24.0		52.0	24.0	25	50.0	7.1	42.9		14
Philip Morris	33.3		66.7		3	25.0		75.0		4
Pall Mall	32.0	12.0	48.0	8.0	25	54.5	4.5	31.9	18.1	22
Old Gold	50.0		50.0		4				100.0	2
A & M	44.4	11.1	33.3	11.1	9	42.9		50.0	7.1	14
Brayton			50.0	50.0	2				100.0	1
Other	33.3		33.3	33.4	6	66.7		33.3		3
Viceroy	50.0		40.0	10.0	10	80.0			20.0	5
No answer			100.0		1					

1. Winston
2. Chesterfield
3. Don't know & no answer
4. Others
No. Number of brand smokers

5. Winston
6. Chesterfield
7. Don't know & no answer
8. Others
No. Number of brand smokers

Brand Presently Smoked by Identification of the Sponsor for

"Two for the Money"

(Old Gold)

	Champaign-Urbana					Decatur				
	1	2	3	4	No.	5	6	7	8	No.
Camel		53.3	46.7	6.7	15		54.2	41.7	4.2	24
Winston	2.9	61.8	35.3		34	6.6	72.4	17.2	3.4	29
Lucky Strike		61.5	38.5		13	5.6	66.7	16.7	11.1	36
Chesterfield		75.0	18.8	6.3	16		56.5	34.8	8.6	23
Philip Morris		33.3	66.7		9	5.9	70.6	23.5		17
Pall Mall		50.0	37.5	12.6	16	3.4	58.6	37.9		29
Old Gold		100.0			6		100.0			4
L & M		66.0	33.3	6.7	15		54.5	45.5		11
Marayton		83.3	16.7		6	20.0	60.0	20.0		5
Marlboro							63.6		36.4	11
Other		62.5	37.5		8		66.7	33.3		12
Viceroy	7.7	53.8	38.5		13	11.1	66.7	22.2		9
No answer							54.5	45.5		11

1. Chesterfield
2. Old Gold
3. Don't know & no answer
4. Others
No. Number of brand smokers

5. Chesterfield
6. Old Gold
7. Don't know & no answer
8. Others
No. Number of brand smokers

Property of the Library

Brand presently smoked by Identification of the Sponsor for

"Two for the Money"

(Old Gold)

	University of Illinois					James Millikin University				
	1	2	3	4	No.	5	6	7	8	No.
Camel		54.5	45.5		11	6.7	13.3	76.7	13.3	15
Winston		25.0	68.8	6.1	16		70.6	29.4		17
Lucky Strike	10.3	62.1	17.2	10.3	29		75.0	20.0	5.0	20
Chesterfield	4.0	60.0	36.0		25		92.9	7.1		14
Philip Morris		100.0			3		75.0	25.0		4
Mall Mall	4.0	56.0	40.0		25	4.5	72.7	18.2	4.5	22
Old Gold		75.0	25.0		4		100.0			2
[illegible]		66.7	22.2	11.1	9	7.1	78.6	14.3		14
[illegible]yton		50.0	50.0		2		100.0			1
Other		83.3	16.7		6		66.7	33.3		3
Kleenex	20.0	80.0	20.0		10		100.0			9
No answer			100.0		1					

1. Chesterfield
2. Old Gold
3. Don't know & no answer
4. Others
No. Number of brand smokers

5. Chesterfield
6. Old Gold
7. Don't know & no answer
8. Others
No. Number of brand smokers

Brand Presently Smoked by Identification of the Sponsor for "Crusader"

(Camel)

	Chamberlain-Hebert					Lemaire				
	1	2	3	4	No.	5	6	7	8	No.
Camel	26.7		60.0	13.3	15	11.6	4.6	83.4		44
Winston	42.8	2.9	50.0	5.8	34	34.5	3.4	58.6	3.4	29
Lucky Strike	30.8	7.7	61.5		13	39.9	2.8	50.3		36
Chesterfield	12.5	12.5	62.5	12.6	16	3.7	26.1	65.2		23
Philip Morris	11.1		88.9		9	29.4	5.9	64.7		27
Pall Mall	31.3		68.8		16	30.3	11.0	55.2	3.4	29
Old Gold	50.0	16.7	33.3		6		45.2	50.0	25.0	4
L & M	40.0		53.3	6.7	15	27.3		72.7		11
Tareyton	50.0		50.0		6		20.0	80.0		5
Marlboro						18.2		45.5	36.4	11
Other	25.0	12.5	66.5		8	16.7		83.3		12
Viceroy	3 .8	7.7	61.5		13	22.2	22.2	44.4	11.1	9
No answer	50.0		50.0		2			100.0		11

1. Camels
2. Chesterfields
3. Don't know & no answer
4. Others
No. Number of brand smokers

5. Camels
6. Chesterfields
7. Don't know & no answer
8. Others
No. Number of brand smokers

Brand Presently Smoked by Identification of the Sponsor for "Crusader"

(Camel)

	University of Illinois					James Millikin University				
	1	2	3	4	No.	5	6	7	8	No.
Camel		9.1		90.9	11	6.7		93.3		15
Winston	18.8		75.1	6.3	16	17.6	5.9	58.8	17.7	17
Lucky Strike	6.9	3.4	72.8	6.9	29	20.0	5.0	60.0	15.0	20
Chesterfield	4.0	4.0	80.0	12.0	25	7.2	7.1	78.6	7.1	14
Philip Morris			100.0		3			100.0		4
Pall Mall	12.0		84.0	4.0	25	9.1	9.1	72.7	9.0	22
Old Gold	25.0		75.0		4			100.0		2
[illegible] M	22.2		66.7	11.1	9	14.3		85.7		14
Tareyton			100.0		2				100.0	1
Other	33.3		50.0	16.7	6			100.0		3
Viceroy	20.0		80.0		10	20.0		60.0	20.0	5
No answer			100.0		1					

1. Camels
2. Chesterfield
3. Don't know & no answer
4. Others
No. Number of brand smokers

5. Camels
6. Chesterfield
7. Don't know & no answer
8. Others
No. Number of brand smokers

Brand Frequently Named by Identification of the Sponsor for

"I've Got a Secret"

(Winston)

	Chesterfield						Lucky Strike					
	1.	2.	3.	4.	5.	No.	6.	7.	8.	9.	10.	No.
Camel	53.3			46.7		15	90.9	9.1		57.1	4.2	24
Winston	73.5		2.9	23.6		34	86.2			10.3	3.4	29
Lucky Strike	69.2	7.7		23.1		13	75.0			22.2	2.8	36
Chesterfield	90.0	10.5	6.3	10.5	10.5	10	82.2		4.3	13.4		23
Philip Morris	66.7		11.1	22.2		9	76.5			23.5		17
Pall Mall	56.3		6.3	37.5		16	69.0			31.0		29
Old Gold	66.7	16.7			16.7	6	50.0			25.0	25.0	4
L & M	46.7	13.3		40.0		15	45.5			45.5	9.1	11
Pareyton	66.7			33.3	33.3	3	60.0			40.0		5
Marlboro							27.3			36.4	36.4	11
Other	50.0			37.5	12.5	8	91.0	9.1		45.7	9.1	22
Viceroy	61.5			38.5		13	77.8				22.2	9
No answer	50.0				50.0	2	54.5			36.4	9.1	11

1. Winston
2. Old Gold
3. Hoole & others
4. Don't know & no answer
5. Others
No. Number of brand smokers

6. Winston
7. Old Gold
8. Hoole & others
9. Don't know & no answer
10. Others
No. Number of brand smokers

Brand Presently Evoked by Identification of the Sponsor for

"I've Got a Secret"

(Winston)

	University of Illinois						James Millikin University					
	1	2	3	4	5	No.	6	7	8	9	10	No.
mel	27.3			63.6	9.1	11	46.7		6.7	40.0	6.7	15
nston	50.0		6.3	37.6	6.3	16	58.8	11.8		29.4	11.8	17
ky Strike	20.7	3.4	3.4	55.1	17.1	29	75.0		5.0	10.0	10.0	20
ssterfield	16.0		12.0	72.0		25	50.0			50.0		14
ilip Morris	33.3			66.7		3	75.0			25.0		4
l Mall	36.0		8.0	56.0		25	59.1		4.5	31.8	4.5	22
Gold	50.0			50.0		4	50.0			50.0		2
M	22.2		33.3	33.3	11.1	9	71.4			21.4	7.1	14
yton				100.0		2					100.0	1
er	16.7			66.7	16.7	6	33.3			66.7		3
roy	10.0		10.0	60.0	20.0	10	40.0		20.0	40.0		5
answer		100.0				1						

1. Winston
2. Old Gold
3. Pools & others
4. Don't know & no answer
5. Others
No. Number of Brand answers

6. Winston
7. Old Gold
8. Pools & others
9. Don't know & no answer
10. Others
No. Number of Brand answers

Brand Presently Smoked by Identification of the Sponsor for "Jack Benny"

(Lucky Strike)

	Champion-Urban					Decatur				
	1.	2.	3.	4.	No.	5.	6.	7.	8.	No.
Camel	60.0		26.7	13.3	15	54.2	4.2	33.3	8.4	24
Winston	73.5		26.5		34	58.6		41.4		29
Lucky Strike	84.6		15.4		13	69.4	2.8	25.0	2.8	36
Chesterfield	56.3		43.8		16	65.9		34.8	4.3	23
Philip Morris	66.7		33.3		9	88.2		11.8		17
Pall Mall	50.0	6.3	43.8		16	65.5		31.0	3.4	29
Old Gold	100.0				6	50.0		50.0		4
L & M	53.3	6.7	40.0		15	54.5	36.4	9.1		11
Kreyton	83.3		16.7		6	60.0		40.0		5
Marlboro						63.6	36.4			11
Other	87.5		12.5		8			41.7	51.3	12
Viceroy	46.2		46.2	7.7	13	55.6		44.4		9
No answer	50.0		50.0		2	38.2		61.8		11

1. Luckies
2. Chesterfield
3. Don't know & no answer
4. Other
No. Number of smokers classified by brand

5. Luckies
6. Chesterfield
7. Don't know & no answer
8. Other
No. Number of smokers classified by brand

Brand Presently Smoked by Identification of the Sponsor for

"Jack Benny"

(Lucky Strike)

	University of Illinois					James Millikin University				
	1	2	3	4	No.	5	6	7	8	No.
Camel	63.6	9.1	27.3		11	53.3		40.0	6.7	15
Winston	56.3	6.3	37.5		16	94.1		5.9		17
Lucky Strike	55.2	6.9	27.6	10.3	29	80.0	10.0	10.0		20
Chesterfield	56.0	4.0	40.0		25	92.9		7.1		14
Philip Morris	33.3		66.7		3	75.0		25.0		4
Pall Mall	60.0		40.0		15	72.7		22.7	4.6	22
Old Gold	50.0		50.0		4	100.0				2
L & M	11.1	22.2	66.7		9	71.4	7.1	21.4		14
Fareyton	50.0		50.0		2	100.0				1
Other	66.7		33.3		6	66.7		33.3		3
Viceroy	20.0	10.0	70.0		10	40.0		40.0	20.0	5
No answer			100.0		1					

1. Lucky Strike
2. Chesterfield
3. Don't know & no answer
4. Others
No. Number of brand smokers

5. Lucky Strike
6. Chesterfield
7. Don't know & no answer
8. Others
No. Number of brand smokers

Brand Presently Smoked by Identification of the Sponsor for

"Dragnet"

(Chesterfield)

	Champaign-Urbana						Decatur					
	1	2	3	4	5	No.	6	7	8	9	10.	No.
Camel	13.3	46.7		40.0		15	4.2	54.2	4.2	37.5		24
Winston	2.9	55.9		41.2		34		51.7		37.9	10.3	29
Lucky Strike		61.5		38.5		13	5.6	61.1		33.3		36
Chesterfield		68.8		31.3		16	4.3	47.8		47.8		23
Philip Morris		55.6		44.4		9		41.2		53.0	5.9	17
Pall Mall	6.3	31.3		62.5		16		55.2		41.3	3.4	29
Old Gold		66.7		33.3		6		50.0		50.0		4
L & M		46.7		53.3		15		45.5		18.2	36.4	11
Pareyton	16.7	50.0		33.3		6		20.0		80.0		5
Marlboro								18.2	36.4	36.4	9.1	11
Other		50.0	12.5	37.5		8		33.3		50.0	16.7	12
Viceroy	7.7	30.8	61.5			13	11.1	55.6		33.3		9
No answer		100.0				2		27.3		72.7		11

1. Camels
2. Chesterfield
3. Pall Mall
4. Don't know & no answer
5. Others

No. Number of smokers classified by brand

6. Camels
7. Chesterfield
8. Pall Mall
9. Don't know & no answer
10. Others

No. Number of smokers classified by brand

Brand recently smoked by Identification of the Answer for "Dragnet"

(Chesterfield)

	University of Illinois						Iowa Wesleyan University				
	1.	2.	3.	4.	5.	No.	6.	7.	8.	9.	10.	No.
Camel		27.3		72.7		11	20.0	20.7		46.7	6.7	15
Winston		56.3	6.3	37.6		16		76.5		17.6	5.9	17
Lucky Strike	3.4	55.2		27.6	13.8	29		75.0		25.0		20
Chesterfield		48.0	8.0	28.0	16.0	25	7.1	64.3	7.1	21.4		14
Philip Morris		66.7		33.3		3		75.0		25.0		4
Pall Mall	4.0	44.0	16.0	28.0	8.0	25		54.5	4.5	40.9		22
Old Gold		75.0		25.0		4		50.0		50.0		2
L & M		22.2	11.1	44.4	22.2	9	7.1	57.1	7.1	28.6		14
Tareyton		50.0		50.0		2		100.0				1
Other		33.3	33.3	33.3		6		33.3		33.3	33.3	3
Viceroy		50.0		40.0	10.0	10	20.0	60.0		20.0		5
No answer				100.0		1						

1. Camels
2. Chesterfield
3. Pall Mall
4. Don't know & no answer
5. Others
No. Number of smokers classified by brand

6. Camels
7. Chesterfield
8. Pall Mall
9. Don't know & no answer
10. Others
No. Number of smokers classified by brand

Brand Presently Smoked by Identification of the Sponsor for

"The Line-up"

(Viceroy)

	Champaign-Urbana						Decatur					
	1	2	3	4	5	No.	6	7	8	9	10	No.
Camel	13.3		6.7	73.3	6.7	15	4.2		4.2	83.4	8.3	24
Winston	8.8	2.9	14.7	70.6	2.9	34	3.4	3.4	14.1	69.0		29
Lucky Strike			15.4	69.2	15.4	13		11.1	8.3	69.4	11.1	36
Chesterfield	25.0		6.3	68.8		16	4.3			91.3	4.3	23
Philip Morris				100.0		9			11.8	82.4	5.9	17
Pall Mall	31.3			62.5	6.3	16	3.4		17.2	72.4	6.8	29
Old Gold	16.7			66.7	16.7	6				100.0		4
L & M	46.7			53.3		15		9.1	9.1	81.8		11
Fareyton	50.0			33.3	16.7	6	20.0			80.0		5
Marlboro									9.1	90.9		11
Other				100.0		8			8.3	90.7		12
Viceroy	7.7		7.7	76.9	7.7	13			11.1	88.9		9
No answer	100.0					2				100.0		11

1. Chesterfield
2. Pall Mall
3. Viceroy
4. Don't know & no answer
5. Others
No. Number of smokers classified by brand

6. Chesterfield
7. Pall Mall
8. Viceroy
9. Don't know & no answer
10. Others
No. Number of smokers classified by brand

Brand Presently Smoked by Identification of the Sponsor for

"The Line-up"

(Viceroy)

	University of Illinois						James Millikin University					
	1	2	3	4	5	No.	6	7	8	9	10	No.
Camel				100.0		11				100.0		15
Winston			6.3	72.7		16	11.8		17.6	58.8	11.8	17
Lucky Strike	3.4	3.4	3.4	82.8	6.9	29	5.0	5.0	5.0	80.0	5.0	20
Chesterfield	4.0	4.0		88.0	4.0	25		14.3	7.1	71.4	7.1	14
Philip Morris	33.3			66.7		3		25.0		50.0	25.0	4
Pall Mall	4.0		4.0	88.0	4.0	25	9.1	9.1	13.6	59.1	9.0	22
Old Gold				75.0	25.0	4			50.0	50.0		2
L & M	11.1		11.1	66.7	11.1	9		14.3	7.1	78.5		14
Fareyton				100.0		2				100.0		1
Other			16.7	66.7	16.7	6				100.0		3
Viceroy	10.0			90.0		10	20.0		40.0	20.0	20.0	5
No answer												

1. Chesterfield
2. Pall Mall
3. Viceroy
4. Don't know and no answer
5. Others
No. Number of smokers classified by brand

7. Chesterfield
8. Pall Mall
9. Viceroy
10. Don't know and no answer
11. Others
No. Number of smokers classified by brand

Brand Presently Smoked by Identification of the Sponsor for "Gunsmoke"

(Chesterfield)

	Champaign-Urbana						Decatur					
	1	2	3	4	5	No.	6	7	8	9	10	No.
Camel	13.3	13.3	6.7	66.7		15	8.3	25.0		66.7		24
Winston		26.5	2.9	70.6		34		24.1		68.9	6.8	29
Lucky Strike		46.2		53.8		13		22.2		63.9	13.9	36
Chesterfield		12.5		87.5		16		21.7		78.3		23
Philip Morris		11.1		77.8	11.1	9		23.5		76.5		17
Pall Mall		6.3		93.8		16	3.4	24.1		65.4	6.9	29
Old Gold		33.3		66.7		6		25.0		75.0		4
L & M		6.7	6.7	80.0	6.7	15				100.0		11
Tareyton		16.7		83.3		6		20.0		60.0	20.0	5
Marlboro								45.5		54.5		11
Other				100.0		8	8.3	8.3		75.0	8.4	12
Viceroy	15.4		7.7	76.9		13		22.2		77.8		9
No answer		50.0		50.0		2				100.0		11

1. Camels
2. Chesterfield
3. L & M
4. Don't know & no answer
5. Others
No. Number of smokers classified by brand

6. Camels
7. Chesterfield
8. L & M
9. Don't know & no answer
10. Others
No. Number of smokers classified by brand

Brand Preferred Based on Identification of the Sponsor for

"Our Gang"

(Chesterfield)

	University of Illinois						James Millikin University					
	1	2	3	4	5	No.	6	7	8	9	10	No.
Camel		18.2		81.8		11	6.7	26.7	6.7	53.3	6.7	15
Winston	6.3	18.8		75.1		16		29.4	5.9	64.7		17
Lucky Strike		17.2	4.9	62.1	13.8	29		50.0	5.0	45.0		20
Chesterfield		24.0	4.0	68.0	4.0	25	7.2	28.6		64.3		14
Philip Morris				100.0		1		50.0		25.0	25.0	4
Pall Mall		16.0	4.0	76.0	4.0	25		9.1	4.5	59.1	27.2	22
Old Gold				100.0		4	50.0			50.0		2
L & M		11.1	22.2	66.7		9		42.9	7.1	50.0		14
Tareyton				100.0		2				100.0		1
Other		33.3		66.7		6			33.3	66.7		3
Viceroy		10.0		90.0		10		80.0		60.0	20.0	5
No answer				100.0		1						

1. Camels
2. Chesterfield
3. L & M
4. Don't know and no answer
5. Others
No. Number of smokers classified by brand

6. Camels
7. Chesterfield
8. L & M
9. Don't know and no answer
10. Others
No. Number of smokers classified by brand

Brand Presently Smoked by Sex of Respondent

	Champaign-Urbana			University of Illinois			Decatur			James Millikin University		
	1	2	No.	3	4	No.	5	6	No.	7	8	No.
Camel	26.7	73.3	15		100.0	11	32.3	67.7	24	26.7	73.3	15
Winston	52.9	41.2	34	37.5	62.5	16	41.4	58.6	29	23.5	76.5	17
Lucky Strike	23.1	76.9	13		100.0	29	25.0	75.0	36	10.0	90.0	20
Chesterfield	43.8	56.3	16	16.0	84.0	25	60.9	39.1	23	28.6	71.4	14
Philip Morris	66.7	33.3	9		100.0	3	47.1	52.9	17		100.0	4
Pall Mall	50.0	50.0	16	24.0	76.0	25	51.7	48.3	29	36.4	63.6	22
Old Gold	16.7	83.3	6	50.0	50.0	4	25.0	75.0	4	50.0	50.0	2
L & M	66.7	33.3	15	44.4	55.6	9	63.6	36.4	11	57.1	42.9	14
Tareyton	66.7	33.3	6	50.0	50.0	2	60.0	40.0	5		100.0	1
Marlboro							54.5	45.5	11			
Other	25.0	75.0	8	16.7	83.3	6	41.7	58.3	12	66.7	33.3	3
Viceroy	76.9	23.1	13	60.0	40.0	10	55.6	44.4	9	40.0	60.0	5
No answer	50.0	50.0	2		100.0	1	27.3	72.7	11			

1. Female
2. Male
No. Number of brand smokers

3. Female
4. Male
No. Number of brand smokers

5. Female
6. Male
No. Number of brand smokers

7. Female
8. Male
No. Number of brand smokers

Brand Presently Smoked by Age of Respondent

(Percent)

Chesterfield

	1	2	3	4	5	6	7	8	9	10	11	N.
Camel				13.3	13.3	33.3	13.3	13.3	13.3			15
Winston	5.9		5.9		11.8	23.5	26.5	14.7	8.8	2.9		34
Lucky Strike		7.7		30.1	30.1	23.1		7.7	7.7		7.7	13
Chesterfield		6.3		37.5	25.0	18.8	6.3	6.3				16
Philip Morris				11.1	11.1	44.4	22.2	11.1				9
Pall Mall				15.9	31.8		31.8	18.2	18.5	4.3		16
Old Gold				16.7		33.3	33.3		16.7			6
L & M			6.7	20.0	6.7	13.3	26.7	13.3	6.7	6.7		15
Kent					33.3	33.3	16.7		16.7			6
Others			12.5	12.5		12.5	50.5					8
Viceroy			7.7	30.8	7.7	15.4	23.1	15.4				13
No answer						50.0	50.0					2

1. 18
2. 19
3. 20
4. 21-25
5. 26-30
6. 30-39
7. 40-49
8. 50-59
9. 60-69
10. 70 and over
11. No answer
N. Number of brand smokers

Brand Presently Smoked by Age of Respondent

(Percent)

	University of Illinois											
	1	2	3	4	5	6	7	8	9	10	11	No.
Camel				54.5	27.3	18.2						11
Winston	6.3	25.0	18.8	25.0	6.3	18.8						16
Lucky Strike	6.9	17.2	31.0	31.0	13.8							29
Chesterfield		24.0	28.0	44.0	4.0							25
Philip Morris				33.3	66.7							3
Pall Mall	4.0	4.0	12.0	76.0	4.0							25
Old Gold	25.0			50.0	25.0							4
L & M	11.1	22.2	11.1	44.4	11.1							9
Taroyton				100.0								2
Other		16.7	16.7	50.0		16.7						6
Viceroy	20.0	20.0	10.0	20.0	10.0	10.0						10
No answer				100.0								1

1. 16
2. 19
3. 20
4. 21-25
5. 26-30
6. 30-35
7. 40-49
8. 50-59
9. 60-69
10. 70 and over
11. No answer
No. Number of brand smokers

Brand Presently Smoked by Age of Respondent

(Percent)

	Decatur											
	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	No.
Camel	8.3			20.8	16.7	16.7	20.8		12.5	4.2		24
Winston		3.4		10.3	27.6	27.9	6.9	10.3	3.4			29
Lucky Strike	5.6		2.8	19.4	36.1	19.4	16.7					36
Chesterfield				17.4	4.3	34.8	8.7	21.7	8.7	4.3		23
Philip Morris					17.6	29.4	11.8	35.3		5.9		17
Pall Mall				27.2	13.6	27.6	31.8	10.2				29
Old Gold					25.0	25.0	25.0	25.0				4
L & M				54.5	18.2	18.2		9.1				11
Tareyton						20.0	20.0	40.0	20.0	20.0		5
Marlboro				18.2		45.5		36.4				11
Other				8.3	8.3	41.7	8.3	25.0				12
Viceroy				33.3	11.1	11.1	33.3	11.1		0.0		9
No answer				9.1		27.3	45.5		9.1	9.1		11

1. 18
2. 19
3. 20
4. 21-25
5. 26-30
6. 30-39
7. 40-49
8. 50-59
9. 60-69
10. 70 and over
11. No answer
No. Number of brand smokers

Brand Presently Smoked by Age of Respondent

(Percent)

James Millikin University

	1	2	3	4	5	6	7	8	9	10	11	No.
Camel		13.3	20.0	60.0	6.7							15
Winston		17.6	23.5	58.8								17
Lucky Strike	5.0	15.0	15.0	55.0	10.0							20
Chesterfield		21.4	42.9	35.7								14
Philip Morris	25.0		25.0	50.0								4
Pall Mall	4.5	27.3	27.3	36.4	4.5							22
Old Gold				50.0			50.0					2
L & M	21.4	21.4	7.1	35.7		14.3						14
Kareyton					100.0							1
Others		33.3		66.7								3
Viceroy		60.0	20.0	20.0								5

1. 18
2. 19
3. 20
4. 21-25
5. 26-30
6. 30-39
7. 40-49
8. 50-59
9. 60-69
10. 70 and over
11. No answer
No. Number of Brand smokers

Brand Presently Smoked by Occupation of Respondent

(Percent)

	Occupation-Letters								
	1	2	3	4	5	6	7	8	No.
Camel	26.7	26.7	13.3	13.3	6.7		13.3		15
Winston	8.9	23.5	14.7	8.8	2.9	41.2	8.9		34
Lucky Strike	23.1	23.1	7.7	7.7	7.7	7.7	23.1		13
Chesterfield	12.5	6.3	12.5	12.5		37.5	12.5		16
Philip Morris	11.1	11.1	11.1	22.2		22.2		11.1	9
Pall Mall	21.0	12.5	6.3		6.3	43.8	6.3		16
Old Gold		33.3	33.3			16.7	16.7		6
L & M	20.0	6.7	13.3	6.7		46.7	6.7		15
Tareyton	33.3			16.7		50.0			6
Other	25.0	12.5	12.5	25.0		25.0			8
Viceroy		7.7	7.7	23.1		53.8	7.7		13
No answer		50.0	50.0						2

*1. Service workers
*2. Skilled laborers
*3. Office workers
*4. Professional workers
5. Retired, other
6. Housewife
7. Students
8. Don't know & no answer
No. Number of brand smokers

*For detailed listing, see the code or tabulation sheet, question 20.

Brand Presently Smoked by Occupation of Respondent

(Percent)

	Occupation								
	1	2	3	4	5	6	7	8	No.
Camel	16.7	33.3	12.5	8.3	8.3	20.8			24
Kinston	17.2	10.3	7.6	6.9		37.9			29
Lucky Strike	8.6	47.2	22.2	11.9		13.9			36
Chesterfield	34.1	34.7		4.3	4.3	47.8			23
Philip Morris	5.9	29.4	5.9	5.9	5.9	47.1			17
Pall Mall	6.9	37.9		6.9		48.3			29
Old Gold	25.0	25.0	25.0			25.0			4
L & M	36.4		27.3			36.4			11
Tareyton	40.0	20.0	20.0			20.0			5
Marlboro		45.0				55.0			11
Other	8.3	41.7		8.3	25.0	16.7			12
Viceroy	11.1	33.1	22.2	11.1	11.1	22.2		11.1	9
No answer	9.1	54.5			9.1	27.3			11

*1. Service workers
*2. Skilled laborers
*3. Office workers
*4. Professional workers
5. Retired, other
6. Housewife
7. Students
8. Don't know & no answer
No. Number of brand smokers

*For detailed listing, see the code or tabulation sheet question 20.

Brand Presently Smoked by Occupation of Head of Household

(Percent)

	Occupation-Urban*								
	1	2	3	4	5	6	7	E	No.
Camel	20.0	33.3	13.3	6.7	6.7	6.7	13.3		15
Winston	5.9	38.2	23.5	17.6	2.9	2.9	5.9	2.9	34
Lucky Strike	15.4	30.8	15.4	7.7	7.7	7.7	7.7	7.7	13
Chesterfield	12.5	25.0	12.5	18.8			25.0	6.3	16
Philip Morris	22.2	22.2	22.2	33.3					9
Pall Mall	31.3	31.3	18.8	6.3	6.3		12.5		16
Old Gold		50.0	33.3				16.7		6
L & M	20.0	20.0	13.3	26.7		6.7	13.3		15
Marlboro	33.3	16.7		50.0					6
Other	25.0	37.5	12.5	12.5				12.5	8
Viceroy	15.4	15.4	23.1	46.2					13
No answer		50.0		50.0					2

*1. Service workers
*2. Skilled laborers
*3. Office workers
*4. Professional workers
5. Retired, others
6. Housewife
7. Students
E. Don't know / no answer
No. Number of Head Workers

*For a detailed listing, see the code or tabulation sheet, Question 21.

Brand Presently Smoked by Occupation of Head of Household

(ercent)

	University of Illinois								
	1	2	3	4	5	6	7	8	No.
Camel			9.1	18.2	9.1		27.3	36.4	11
Winston		4.2		66.5			4.2	25.0	16
Lucky Strike		13.6	10.3	10.3	3.4		10.2	43.7	29
Chesterfield	4.0	12.0	4.0	30.0			20.0	30.0	25
Philip Morris			33.3	33.3				33.3	3
Pall Mall	4.0	4.0	4.0	16.0			28.0	40.0	25
Old Gold					25.0		25.0	50.0	3
L & M				11.1		11.1	33.3	44.4	9
Tareyton				40.0				30.0	2
Other		16.7		16.7			33.0	16.7	6
Viceroy	30.0			20.0			10.0	50.0	10
No answer		100.0							1

*1. Service workers
*2. Skilled laborers
*3. Office workers
*4. Professional workers
5. Retired, others
6. Executive
7. Students
8. Don't know & no answer
No. Number of brand smokers

*for a detailed listing, see the code or tabulation sheet, Question 21.

Brand Presently Smoked by Occupation of Head of Household

(Percent)

	Occupation*								
	1	2	3	4	5	6	7	8	No.
Carol	16.7	41.7	4.2	29.2	8.3				24
Pinaton	24.3	27.6	37.	10.3					29
Lucky Strike		52.8	13.9	30.6	2.8				36
Chesterfield	47.8	21.7		17.4				13.0	23
Philip Morris	11.8	35.3	11.8	29.4	11.8				17
Pall Mall	13.8	48.3	6.9	27.3	3.4			3.4	29
Old Gold	25.0	50.0	25.0						4
L & M	36.4	27.3	18.1	9.1				.1	11
Tareyton	20.0	60.0			20.0				5
Marlboro		45.5	9.1	9.1		36.4			11
Other	8.3	66.7		8.3	16.7				12
Viceroy	11.1	33.3	11.1	11.1	11.1	11.1		1.1	9
No answer	18.2	63.6		9.1	9.1				11

*1. Service workers
2. Skilled laborers
3. Office workers
4. Professional workers
5. Retired, others
6. Housewife
7. Students
8. Don't know & no answer
No. Number of brand smokers

*For a detailed listing, see the code or tabulation sheet, question 21.

Brand Presently Smoked by Occupation of Head of Household

(Percent)

James Millikin University

	1	2	3	4	5	6	7	8	No.
Camel	6.7	26.7	20.0	20.0			13.3	13.3	15
Pinaton		11.8	11.8	35.3			17.6	23.5	17
Lucky Strike		25.0	15.0	15.0		5.0	5.0	35.0	20
Chesterfield	7.1	7.1	21.4	28.6			7.1	28.6	14
Philip Morris	25.0			50.0				25.0	4
Pall Mall		27.3	13.6	22.7	4.5			31.8	22
Old Gold		50.0		50.0					2
L & M	7.1	7.1	14.3	42.9			7.1	21.4	14
Tareyton							100.0		1
Other			100.0						3
Viceroy		20.0	20.0				20.0	40.0	5
No answer									

*1. Service workers
*2. Skilled laborers
*3. Office workers
*4. Professional workers
*. Retired, others
6. [illegible]
7. Students
8. Don't know or no answer
No. Number of brand smokers

*For a detailed listing, see the code or tabulation sheet, question 71.

Brand Presently Smoked by Number in Household

(Percent)

	Cheapest-Others											
	1	2	3	4	5	6	7	8	9	10	11	No.
Camel	20.0	26.7	26.7	26.7								15
Winston		32.4	29.4	17.6	2.9	5.9			2.9		8.9	34
Lucky Strike		23.1	30.8	15.4	7.7	7.7		7.7	7.7			13
Chesterfield	18.5	18.5	31.3	25.0	6.3		6.3				6.3	16
Philip Morris	11.1	33.3	22.2	11.1			11.1					9
Pall Mall		31.3	25.0	12.5	6.3	6.3		6.3		6.3	6.3	16
Old Gold		33.3	16.7	16.7	16.7		16.7					6
L & M	6.7	40.0	20.0	13.3		20.0						15
Tareyton		33.3	16.7	16.7	16.7		16.7					6
Other		62.5	12.5	25.0								8
Viceroy		38.5	30.8	23.1								13
No answer		50.0							50.0			2

1. One
2. Two
3. Three
4. Four
5. Five
6. Six
7. Seven
8. Eight
9. Nine
10. Ten
11. Don't know / no answer
12. Number of brand smokers

Brand Presently Smoked by Number in Household

(Percent)

University of Illinois

	1	2	3	4	5	6	7	8	10	11	No.
Camel		9.1	18.2	9.1			18.2		9.1	36.4	11
Winston	6.3		12.5	40.[illegible]	6.3			6.3		25.0	16
Lucky Strike		3.4	17.2	27.3	3.4					50.6	29
Chesterfield		20.0	4.0	20.0	12.0	4.0				36.0	25
Philip Morris							33.3	33.3	33.3		3
Pall Mall	4.0	16.0	24.0	4.0		4.0		4.0		44.0	25
Old Gold		25.0	25.0							50.0	4
L & M		11.1	11.1		11.1					66.7	9
Taroyton				50.0						50.0	2
Other		16.7	16.7	50.0						16.7	6
Viceroy		10.0		10.0	20.0					60.0	10
No answer				100.0							1

1. One
2. Two
3. Three
4. Four
5. Five
6. Six
7. Seven
8. Eight
9. Nine
10. Ten
11. Don't know & no answer
No. Number of brand smokers

Brand Presently Smoked by Number in Household

(Percent)

	Decatur											
	1	2	3	4	5	6	7	8	9	10	11	No.
Camel		16.7	33.3	12.5	29.0	4.2		4.2		4.2		24
Winston		20.7	20.7	3.4	6.9	3.4	3.4	13.8				29
Lucky Strike		16.7	30.6	30.6	2.8	2.8	2.8	2.8	11.1			36
Chesterfield	4.3	21.7	30.4		21.7	4.3	8.7	4.3		4.3		23
Philip Morris		35.3	11.8	5.9	17.6	11.8	5.9				11.8	17
Pall Mall		13.8	31.0	6.9	10.3	13.8	3.4			13.8		29
Old Gold		25.0		50.0	25.0							4
L & M		54.5	27.3	9.1	9.1							11
Taryton		60.0		20.0	20.0							5
Marlboro		36.4		9.1	54.5							11
Other	16.7	25.0	25.0	8.3	25.0							12
Viceroy	22.2		11.1	33.3	11.1				11.1		11.1	9
No answer	36.4	9.1	9.1	27.3	9.1		9.1					11

1. One
2. Two
3. Three
4. Four
5. Five
6. Six
7. Seven
8. Eight
9. Nine
10. Ten
11. Don't know & no answer
No. Number of brand smokers

Brand Presently Smoked by Number in Household

(Percent)

James Millikin University

	1	2	3	4	5	6	7	8	9	10	11	No.
Camel		20.0	26.7	20.0	20.0						13.3	15
Winston		11.8	41.2	29.4	5.9						11.8	17
Lucky Strike		5.0	15.0	35.0	15.0						30.0	20
Chesterfield		14.3	21.4	35.7	14.3	7.1					7.1	14
Philip Morris				25.0	50.0						25.0	4
Pall Mall			27.3	36.4			9.1				27.3	22
Old Gold				50.0	50.0							2
L & M		35.7	42.9	7.1							14.3	14
Tareyton		100.0										1
Other		33.3		33.3	33.3							3
Viceroy		25.0	25.0	25.0							25.0	4
No answer												

1. One
2. Two
3. Three
4. Four
5. Five
6. Six
7. Seven
8. Eight
9. Nine
10. Ten
11. Don't know & no answer
No. Number of brand smokers

Brand Presently Smoked by Education of Head of Household

(Percent)

	Characteristic-Urbans										
	1	2	3	4	5	6	7	8	9	10	No.
Camel	6.7		6.7	26.7	33.3	13.3	6.7			6.7	15
Winston		2.9	14.7	8.8	47.1	11.8	2.9		8.8	2.9	34
Lucky Strike		7.7	7.7	15.4	23.1	23.1	7.7			15.4	13
Chesterfield	6.3		18.8	6.3	12.5	37.5	12.5		6.3	6.3	16
Philip Morris		22.2	11.1		22.2	11.1	11.1	11.1	11.1		9
Pall Mall		12.5	12.5	12.5	25.0	12.5	6.3	6.3	6.3		16
Old Gold		16.7	33.3	16.7		33.3					6
L & M			26.7	6.7	6.7	6.7	6.7	6.7	40.0		15
Tareyton		16.7		16.7		16.7	33.3		16.7		6
Other					75.0		12.5		12.5		8
Viceroy			15.4	7.7	23.1	23.1	15.4		15.4		13
No answer						100.0					2

1. No school
2. Some grade school
3. Grade school graduate
4. Some high school
5. High school graduate
6. Some college
7. College graduate
8. Business, vocational
9. Post college
10. Don't know / no answer
No. Number of brand smokers

Brand Presently Smoked by Education of Head of Household

(Per cent)

University of Illinois

	1	2	3	4	5	6	7	8	9	10	No.
Camel	9.1				9.1	36.4	18.2		9.1	18.1	11
Winston			6.3		6.3	37.5	6.3	6.3	18.8	18.8	16
Lucky Strike			3.4	3.4	10.3	41.4	3.4		6.9	31.0	29
Chesterfield			4.0	4.0	24.0	28.0	8.0		4.0	28.0	25
Philip Morris						66.7	33.3				3
Pall Mall		4.0	8.0	4.0		36.0	16.0			14.0	25
Old Gold						25.0	50.0			25.0	4
L & M					11.1	55.6				33.3	9
Tareyton							50.0			50.0	2
Other			16.7	16.7		33.3	16.7			16.7	6
Viceroy			10.0		10.0	40.0	10.0			30.0	10
No answer						100.0					1

1. No school
2. Some grade school
3. Grade school graduate
4. Some high school
5. High school graduate
6. Some college
7. College graduate
8. Business, vocational
9. Post college
10. Don't know & no answer
No. Number of brand smokers

Brand Presently Smoked by Education of Head of Household

(Percent)

Decatur

	1	2	3	4	5	6	7	8	9	10	No.
Camel		12.5	54.2	8.3	16.7		8.3				24
Winston		10.3	24.1	17.2	17.2	27.6	3.4				29
Lucky Strike			16.7	47.2	16.7	16.7	2.8				36
Chesterfield		21.7	8.7	21.7	26.1		13.0			8.7	23
Philip Morris		23.5	5.9	17.8	23.5	5.9	5.9		23.5		17
Pall Mall		20.7	13.8	13.8	27.6	3.4	20.7				29
Old Gold		25.0	25.0	25.0	25.0						4
L & M				9.1	45.5	18.2	9.1	18.2			11
Tareyton			40.0		60.0						5
Marlboro		45.5	9.1	36.4			9.1				11
Other			41.7	25.0	33.3						12
Viceroy		22.2	11.1	22.2	22.2	11.1				11.1	9
No answer		9.1	9.1	54.5	27.3						11

1. No school
2. Some grade school
3. Grade school graduate
4. Some high school
5. High school graduate
6. Some college
7. College graduate
8. Business, vocational
9. Post college
10. Don't know & no answer

No. Number of brand smokers

Brand Presently Smoked by Education of Head of Household

(Percent)

James Millikin University

	1	2	3	4	5	6	7	8	9	10	No.
Camel			6.7	13.3	33.3	6.7	33.3			6.7	15
Winston				5.9	17.6	35.3	35.3			5.9	17
Lucky Strike				5.0	45.0	35.0	10.0			10.0	20
Chesterfield			7.1	7.1	14.3	28.6	28.6			14.3	14
Philip Morris					75.0	25.0		25.0		25.0	4
Pall Mall		4.5		9.1	31.8	27.3	18.2			9.1	22
Old Gold					100.0						2
L & M			7.1		28.6	50.0	7.1		7.1		14
Taroyton						100.0					1
Other						100.0					3
Viceroy					20.0	60.0					5
No answer											

1. No school
2. Some grade school
3. Grade school graduate
4. Some high school
5. High school graduate
6. Some college
7. College graduate
8. Business, vocational
9. Post college
10. Don't know & no answer
No. Number of Brand smokers

Brand Preference Ranked by Income of the Family

(Per Cent)

	Combinations							
	1	2	3	4	5	6	7	8
Camel	6.7	13.3	6.7	26.7	[illegible]		26.7	15
Chesterfield	3.9	[illegible]	30.6	41.7	17.6	2.8	2.8	36
Lucky Strike	7.7	15.4	30.8	23.1	15.4		7.7	13
Philip Morris	11.1	11.1	22.2	11.1	33.3		11.1	9
Pall Mall		31.3	25.0	25.0	18.8	6.3	12.5	16
Old Gold		16.7	16.7	50.0			16.7	6
L & M		13.3	73.3	26.7		13.3	13.3	15
Tarayton		33.3	16.7	16.7	16.7		16.7	6
Other		14.3		37.5	25.0		25.0	8
Viceroy		7.7	15.4	30.8	30.8	15.4		13
No answer				50.0			50.0	2

1. Under $2,000
2. 2,000-2,999
3. 3,000-4,999
4. 4,000-5,999
5. 6,000-10,000
6. 10,000 & over
7. Don't know income
8. Number of brand smokers

Brands Presently Smoked by Income of the Family

(Per Cent)

University of Illinois

	1	2	3	4	5	6	7	8
Camel		9.1	9.1	36.4	18.2	9.1	18.2	11
Winston	12.5			31.3	12.5	6.3	37.5	16
Lucky Strike	6.9	3.4	6.9	10.3	13.8	6.9	51.7	29
Chesterfield	16.0	8.0	4.0	24.0	20.0	4.0	24.0	25
Philip Morris		33.3	33.3				33.3	3
Pall Mall	16.0	8.0	8.0	16.0	20.0	4.0	28.0	25
Old Gold	25.0	25.0					50.0	4
L & M	11.1	11.1			33.3		44.4	9
Tareyton			50.0	50.0				2
Viceroy	10.0		20.0	20.0	10.0	10.0	30.0	10
Other	16.7		33.3	33.3			16.7	6
No answer				100.0				1

1. Under $1500
2. 1500-2599
3. 2600-4199
4. 4200-6599
5. 6600-10,399
6. 10,400 & over
7. Don't know & no answer
8. Number of brand smokers

Brand Presently Smoked by Income of the Family

(Per Cent)

	Decatur							
	1	2	3	4	5	6	7	8
Camel	4.2		16.7	45.8	25.0		8.3	24
Winston		3.4	37.9	44.8	3.9	3.4	3.4	29
Lucky Strike		30.6	36.1	16.7	11.1		5.6	36
Chesterfield	4.3	4.3	34.8	26.1	21.7	8.7		23
Philip Morris		5.9	23.5	41.2	5.9	23.5		17
Pall Mall	3.4	3.4	44.8	37.9	10.3			29
Old Gold			25.0	75.0				4
L & M	9.1	45.5	18.2	18.2			9.1	11
Tareyton	20.0	20.0		60.0				5
Marlboro		36.4	27.3				36.4	11
Other	8.3	8.3		41.7	8.3	8.3	25.0	12
Viceroy	11.1			44.4	22.2		22.2	9
No answer		9.1	36.4	45.5	9.1			11

1. Under $1500
2. 1500-2599
3. 2600-4199
4. 4200-6599
5. 6600-10,399
6. 10,400 & over
7. Don't know & no answer
8. Number of brand smokers

Grands recently visited by Users of the Family

(Per Cent)

	1	2	3	4	5	6	7	8
Canal		6.7	6.7	40.0	26.7	6.7	13.3	15
Preston		5.9	17.6	29.4	17.6	5.9	11.8	17
Lucky Strike	4.0		20.0	12.0	4.0	4.0	16.0	25
Chesterfield	7.1	14.3	14.3	14.3	14.3	7.1	14.3	14
Philip Morris				25.0	50.0		25.0	4
Fall Mall		7.1	27.3	27.3	27.3	4.5	4.5	22
Old Gold				50.0		50.0		2
R.B.T.		7.1	14.3	35.7	14.3	7.1	21.4	14
Tareyton				100.0				1
Other			33.3		33.3	33.3		3
Winston			0.0		50.0		50.0	4

1. Under $1,000
2. $1,000-$1,999
3. $2,000-$2,999
4. $3,000-$3,999
5. $4,000-$4,999
6. $5,000 & over
7. Don't know what income
8. Number of brand smokers

Age of Smoker by Cigarette Consumption Per Day

Champaign-Urbana

	Percents							
Age	1	2	3	4	5	6	7	No.
18-20	44.4	22.2	11.1	11.1		11.1		9
21-25	8.7	43.5	30.4	8.7	8.7			23
26-30	8.7	34.8	39.1	13.0	4.3			23
30-39	15.2	42.4	33.3	6.1		3.0		33
40-49	24.2	24.2	27.3	24.2				33
50-59	23.5	35.3	23.5	11.8		5.9		17
60-69	27.3	45.5	18.2	9.1				11
70-	25.0	50.0	25.0					4

1. Less than ½ pack
2. ½ to 1 pack
3. 1 pack
4. 1 to 1½ packs
5. 1½ to 2 packs
6. More than 2 packs
7. Don't know
No. Number of smokers classified by age

Age of Smoker by Cigarette Consumption Per Day

University of Illinois

Age	Percents 1	2	3	4	5	6	7	No.
18	25.0	25.0	37.5	12.5				8
19	28.6	42.9	23.8			4.8		21
20	24.0	28.0	36.0	8.0	4.0			25
21-25	23.4	31.3	28.1	12.5	3.1		1.6	64
26-30	18.8	31.3	31.3	12.5	6.3			16
30-39		14.3	42.9	28.6		14.3		7

1. Less than ½ pack
2. ½ to 1 pack
3. 1 pack
4. 1 to 1½ packs
5. 1½ to 2 packs
6. More than 2 packs
7. Don't know

No. Number of smokers classified by age

Age of Smoker by Cigarette Consumption Per Day

Decatur

Age	1	2	3	4	5	6	7	No.
18-20		50.0	33.3	16.7				6
21-25	10.8	51.4	37.8					37
26-30	10.5	44.7	28.9	7.9	7.9			38
30-39	9.8	31.1	49.2	4.9	3.3	1.6		61
40-49	25.0	25.0	27.8	13.9	5.6	2.8		36
50-59	25.0	39.3	25.0	10.7				28
60-69	25.0	12.5	25.0	25.0		12.5		8
70-	33.3	33.3	16.7	16.7				6

1. Less than 1/2 pack.
2. 1/2 to 1 pack.
3. 1 pack.
4. 1 to 1 1/2 pack.
5. 1 1/2 to 2 packs.
6. more than 2 packs.
7. Don't know.
8. Number of smokers classified by age.

Age of Smoker by Cigarette Consumption Per Day

James Millikin University

Age	Percents 1	2	3	4	5	6	7	No.
18	33.3	16.7	33.3	16.7				6
19	37.5	37.5	25.0					24
20	20.0	44.0	32.0	4.0				25
21-25	14.8	31.5	35.2	14.8	3.7			54
26-30	20.0	20.0	20.0	20.0	20.0			5
30-39		66.7	33.3					3

1. Less than ½ pack
2. ½ to 1 pack
3. 1 pack
4. 1 to 1½ packs
5. 1½ to 2 packs
6. More than 2 packs
7. Don't know
8. Number of smokers classified by age

Age of Smoker by Type of Cigarette Now Smoking

	Decatur						Champaign-Urbana					
Age	1	2	3	4	5	No.	6	7	8	9	10	No.
8-20	83.3			16.7		6	--- 22.2	11.1		66.7		9
1-25	53.8	20.5	5.1	15.4		37	--- 33.3	29.2		33.3		23
6-30	45.2	11.9	2.4	26.2	4.8	38	--- 26.1	39.1		34.8		23
0-39	34.4	25.0		29.7	6.3	61	--- 36.4	15.2		36.4	12.1	33
0-49	40.5	32.4		10.8	13.5	36	--- 12.1	30.3		51.5	3.0	33
0-59	31.3	21.9		34.4		28	--- 29.4	17.6	5.9	47.1		17
0-69	62.5	12.5		25.0		8	--- 27.3	27.3	9.1	18.2	18.2	11
0-	50.0	33.3	16.7			6	--- 25.0	50.0		25.0		4

1. Regular
2. King Size
3. Filter Regular
4. Filter King
5. Don't know
No. Number of smokers classified by age

6. Regular
7. King Size
8. Filter, Regular
9. Filter King
10. Don't know
No. Number of smokers classified by age

Age of Smoker by Type of Cigarette Now Smoking

	James Millikin University						University of Illinois					
Age	1	2	3	4	5	No.	6	7	8	9	10	No.
18	33.3	33.3		33.3		6	--- 25.0	25.0		37.5	12.5	8
19	29.2	29.2	4.2	37.5		24	--- 42.9	14.3		33.1	4.8	21
20	36.0	28,0	4.0	20.0	12.0	25	--- 48.0	24.0	4.0	20.0	4.0	25
21-25	50.0	20.4	1.9	20.4	7.4	54	--- 34.4	39.1	3.1	15.6	8.0	64
26-30	60.0	20.0		20.0		5	--- 50.0	25.0		18.8	6.3	16
30-39	33.3	33.3	33.3			3	--- 28.6	14.3		57.1		7

1. Regular
2. King Size
3. Filter, Regular
4. Filter, King
5. Don't know
No. Number of smokers classified by age

6. Regular
7. King Size
8. Filter, Regular
9. Filter, King.
10. Don't know
No. Number of smokers classified by age

Age of Smoker by Length of Time Smoked Present Brand

Champaign-Urbana

Age	Percents										No.
	1	2	3	4	5	6	7	8	9	10	
18-20		22.2	11.1			33.3	22.2	11.1			9
21-25	4.3	4.3				34.8	26.1	26.1		4.3	23
26-30		4.3		4.3		30.4	17.4	26.1	17.4		23
30-39	12.1	3.0	9.1			39.4	6.1	9.1	21.2		33
40-49	3.0	9.1	12.1			30.3	24.2	3.0	15.2	3.0	33
50-59			5.9			52.9	11.8		29.4		17
60-69		18.2				27.3		9.1	36.4	9.1	11
70-						50.0	25.0		25.0		4

1. Less than 2 months
2. 2-4 months
3. 5-6 months
4. 7-9 months
5. 10-12 months
6. 1-2 years
7. 3-5 years
8. 5-10 years
9. 10 and over
10. Don't know

No. Number of smokers classified by age

Age of Smoker by Length of Time Smoked Present Brand

University of Illinois

	Percents										
Age	1	2	3	4	5	6	7	8	9	10	No.
18		25.0	25.0	12.5		25.0	12.5				8
19	4.8	9.5	14.3	9.5		47.6	14.3				21
20	8.0	16.0	4.0		4.0	28.0	36.0	4.0			25
21-25	10.9	9.4	6.3	3.1	1.6	35.9	20.3	10.9	1.6		64
26-30		12.5				31.3	25.0	25.0	6.3		16
30-39			14.3			28.6	28.6	14.3	14.3		7

1. Less than 2 months
2. 2-4 months
3. 5-6 months
4. 7-9 months
5. 10-12 months
6. 1-2 years
7. 3-5 years
8. 5-10 years
9. 10 and over
10. Don't know

No. Number of smokers classified by age

Age of Smoker by Length of Time Smoked Present Brand

Decatur

Percents

Age	1	2	3	4	5	6	7	8	9	10	No.
18-20		16.7		16.7			16.7	33.3		16.7	6
21-25		5.4	2.7			24.3	21.6	40.5	2.7	2.7	37
26-30	2.6		5.3		5.3	21.1	18.4	26.3	21.1		38
30-39		6.6	4.9	1.8		32.8	8.2	19.7	16.4	1.6	61
40-49			2.8	2.8		19.4	11.1	16.7	27.8	19.4	36
50-59		7.1			3.6	35.7	17.9	10.7	21.4	3.6	28
60-69						25.0			75.0		8
70-	16.7							16.7	33.3	33.3	6

1. Less than 2 months
2. 2-4 months
3. 5-6 months
4. 7-9 months
5. 10-12 months
6. 1-7 years
7. 3-5 years
8. 5-10 years
9. 10 and over
10. Don't know

No. Number of smokers classified by age

Age of Smoker by Length of Time Smoked Present Brand

James Millikin University

Age	Percents										No.
	1	2	3	4	5	6	7	8	9	10	
18				33.3		33.3	33.3				6
19		16.7	8.3	8.3		50.0	8.3	4.2		4.2	24
20		16.0	12.0	4.0		40.0	28.0				25
21-25		7.4	5.6	3.7		40.7	35.2	7.4			54
26-30						20.0	40.0	40.0			5
30-39		33.3				33.3		33.3			3

1. Less than 2 months
2. 2-4 months
3. 5-6 months
4. 7-9 months
5. 10-12 months
6. 1-2 years
7. 3-5 years
8. 5-10 years
9. 10 and over
10. Don't know

No. Number of smokers classified by age

Age of Smoker with,

"What do you like about present brand?"

Champaign-Urbana

Percents

Age	1	2	3	4	5	6	7	8	9	10	11	12	No.
18-20	16.7	16.7	8.3	41.7							8.3	8.3	12
21-25	42.3	11.5		11.5			3.8		3.8		11.5	15.4	26
26-30	23.3	10.0		16.7	10.0		10.0		3.3		10.0	16.7	30
30-39	17.9	15.4	7.7	25.6	10.3		5.1		7.7			10.3	39
40-49	41.3	6.5		26.1	10.9		2.2		2.2		6.5	4.3	46
50-59	9.5	9.5		38.1	9.5		14.3		14.3		4.8		21
60-69	30.8	15.4	7.7	15.4			7.7					23.1	13
70-	20.0	20.0			20.0				20.0			20.0	5

1. Mild
2. Filter
3. Strong
4. Taste
5. No irritation
6. Satisfies
7. Advertising
8. Habit
9. Change
10. Construction
11. No reason
12. No answer

No. Number of smokers classifies by age

Age of Smoker with,

"What do you like about present brand "

University of Illinois

Percents

Age	1	2	3	4	5	6	7	8	9	10	11	12	No.
18	10.0	20.0	10.0	30.0	10.0		10.0				10.0		10
19	29.9	14.8		29.6	7.4		7.4		7.4		7.4		27
20	28.1	18.8	3.1	25.0	3.1						12.5	9.4	32
21-25	19.8	8.6	4.9	23.5	9.9			1.2	7.4		14.8	9.8	81
26-30	15.8	5.3		26.3	5.3		5.3	5.3	15.8		10.5	10.5	19
30-39	33.3		11.1		22.2			11.1			11.1	11.1	9

1. Mild
2. Filter
3. Strong
4. Taste
5. No irritation
6. Satisfies
7. Advertising
8. Habit
9. Change
10. Construction
11. No reason
12. No answer

No. Number of smokers classifies by age

Age of Smoker with,

"What do you like about present brand?"

Decatur

Percents

Age	1	2	3	4	5	6	7	8	9	10	11	12	No.
18-20		16.7		50.0							16.7	16.7	6
21-25	34.1	20.5	4.5	27.3	4.5		4.5				2.3	2.3	44
26-30	34.0	2.0	2.0	22.0	8.0		4.0	4.0	14.0	2.0	4.0	4.0	50
30-39	32.1	9.0	5.1	19.2	9.0		6.4		5.1	1.3	7.7	3.8	78
40-49	10.8	2.7	13.5	13.5	8.1		18.9		5.4		5.4	21.6	37
50-59	45.7	17.1		11.4			20.0					5.7	35
60-69	12.5	12.5		12.5	25.0		12.5			12.5		12.5	8
70-	33.3				16.7		16.7		16.7			16.7	6

1. Mild
2. Filter
3. Strong
4. Taste
5. No throat irritation
6. Satisfies
7. Advertising
8. Habit
9. Change
10. Construction
11. No reason
12. No answer

No. Number of smokers classified by age

Age of Smoker with,

"What do you like about present brand?"

James Millikin University

Age	Percents												No.
	1	2	3	4	5	6	7	8	9	10	11	12	
18	22.2	22.2		33.3			11.1				11.1		9
19	28.6	11.4	5.7	20.0			5.7		2.9		17.1	8.6	35
20	16.2	5.4	8.1	29.7	10.8			2.7	8.1		16.2	2.7	37
21-25	28.4	9.5	2.7	35.1	5.4				1.4		14.9	2.7	74
26-30	16.7			33.3					16.7		16.7	16.7	6
30-39	33.3	16.7		33.3				16.7					6

1. Mild
2. Filter
3. Strong
4. Taste
5. No irritation
6. Satisfies
7. Advertising
8. Habit
9. Change
10. Construction
11. No reason
12. No answer

No. Number of smokers classified by age

Age of Smoker with,

"What do you like about present brand?"

with Probe

Champaign-Urbana

Percents

Age	1	2	3	4	5	6	7	8	9	10	11	12	No.
18-20				11.1								88.9	9
21-25				8.7	8.7						8.7	73.9	23
26-30	8.7		4.3	8.7	4.3		4.3		4.3			65.2	23
30-39	3.0	3.0		9.1	9.1		3.0					72.7	33
40-49	3.0				9.1	3.0						84.8	33
50-59	5.9	5.9					5.9					82.4	17
60-69												100.0	11
70-												100.0	4

1. Mild
2. Filter
3. Strong
4. Taste
5. No irritation
6. Cuts down smoking
7. Satisfying
8. Advertising
9. Habit
10. Change
11. Construction
12. No answer

No. Number of smokers classified by age

Age of Smoker with,

"What do you like about present brand?"

with Probe

University of Illinois

Percents

Age	1	2	3	4	5	6	7	8	9	10	11	12	No.
18	12.5			12.5								75.0	8
19	4.8	4.8		9.5	4.8							76.2	21
20		4.0		12.0	4.0				8.0			72.0	25
21-25	7.8		1.6	4.7	1.6				1.6		3.1	79.7	64
26-30	6.3				6.3							87.5	16
30-39		14.3						14.3				71.4	7

1. Mild
2. Filter
3. Strong
4. Taste
5. No irritation
6. Cuts down smoking
7. Satisfying
8. Advertising
9. Habit
10. Change
11. Construction
12. No answer

No. Number of smokers classified by age

Age of Smoker with,

"What do you like about present brand?"

with Probe

Decatur

Percents

Age	1	2	3	4	5	6	7	8	9	10	11	12	No.
18-20												100.0	6
21-25	13.5				5.4						10.8	70.3	37
26-30	7.9				2.6					2.6		86.8	38
31-39	8.2	1.6	1.6	3.3	3.3					1.6	1.6	78.7	61
40-49	2.8			2.8		5.6		2.8	2.8			83.3	36
50-59	17.9		3.6	32.1					3.6		3.6	39.3	28
60-69	25.0								12.5			62.5	8
70-				16.7	33.3							50.0	6

1. Mild
2. Filter
3. Strong
4. Taste
5. No irritation
6. Cuts down smoking
7. Satisfying
8. Advertising
9. Habit
10. Change
11. Construction
12. No answer

No. Number of smokers classified by age

Age of Smoker with,

"What do you like about present brand?"

with Probe

James Millikin University

Age	Percents												No.
	1	2	3	4	5	6	7	8	9	10	11	12	
18					33.3							66.7	6
19	8.3		4.2	4.2							8.3	75.0	24
20	8.0			8.0	8.0						4.0	72.0	25
21-25	3.7			3.7	7.4				1.9		1.9	81.5	54
26-30												100.0	5
30-39						33.3	33.3					33.3	3

1. Mild
2. Filter
3. Strong
4. Taste
5. No irritation
6. Cuts down smoking
7. Satisfying
8. Advertising
9. Habit
10. Change
11. Construction
12. No answer

No. Number of smokers classified by age

Age of Smoker by Preference for
Old Golds

Champaign-Urbana

Percents

Age	1	2	3	4	5	6	7	8	9	10	11	No.
18-20	11.1	22.2				11.1	11.1	44.4				9
21-25	25.0	16.7	8.3	8.3			8.3	16.7		12.5	4.2	24
26-30	8.7	4.3	4.3	8.7	4.3		34.8	13.0	4.3	17.4		23
30-39	12.1	9.1	6.1	15.2	3.0	3.0	21.2	15.2	3.0	9.1	3.0	33
40-49	15.2	12.1	3.0	9.1	6.1	9.1	9.1	12.1		15.2	9.1	33
50-59	11.8	29.4		17.6		5.9	11.8	5.9		11.8	5.9	17
60-69	9.1	9.1		18.2	9.1	9.1		9.1		9.1	27.3	11
70-	25.0						25.0	25.0			25.0	4

1. Tastes too strong
2. Don't like them
3. Not strong enough
4. All right
5. Too sweet
6. Irritating
7. Dislike them (sour, bitter)
8. Haven't tried them
9. Other
10. Don't know
11. No answer
No. Number of smokers classified by age

Age of Smoker by Preference for
Old Golds

University of Illinois

	Percents											
Age	1	2	3	4	5	6	7	8	9	10	11	No.
18	25.0	12.5		25.0				25.0			12.5	8
19	33.3	9.5		9.5		4.8	9.5	14.3	4.8	9.5	4.8	21
20	24.0	16.0	4.0		8.0	4.0	16.0	20.0	4.0	4.0		25
21-25	37.2	1.6		9.4	1.6	6.3	32.8	18.8	4.7	3.1	4.7	64
26-30	6.3	12.5	12.5	6.3		6.3	18.8	18.8	6.3	6.3	6.3	16
30-39					14.3	14.3	14.3		14.3	42.9		7

1. Tastes too strong
2. Don't like them
3. Not strong enough
4. All right
5. Too sweet
6. Irritating
7. Dislike them
8. Haven't tried them
9. Other
10. Don't know
11. No answer
N. Number of smokers classified by age

Age of Smoker by Preference for
Old Golds

Decatur

Age	Percents											No.
	1	2	3	4	5	6	7	8	9	10	11	
18-20	16.7	16.7	16.7	16.7				33.3				6
21-25	20.5	15.3	2.6	5.1	10.3		17.9	5.1	15.4	7.7	5.1	39
26-30	11.9	7.1		14.3		19.0	7.1	11.9	7.1	21.4		42
30-39	7.8	18.8	3.1	6.3	3.1	6.3	12.5	7.8	4.7	18.8	10.9	64
40-49		18.9	10.8	16.2		5.4	10.8	10.8	5.4	2.7	18.9	37
50-59	21.9	18.8	6.3	15.6			12.5	9.4	3.1	12.5		32
60-69		25.0						12.5		12.5	50.0	8
70-				16.7					33.3	33.3	16.7	6

1. Tastes too strong
2. Don't like them
3. Not strong enough
4. All right
5. Too sweet
6. Irritating
7. Dislike taste (sour, bitter)
8. Haven't tried them
9. Other
10. Don't know
11. No answer

No. Number of smokers classified by age

Age of Smoker by Preference for
Old Golds

James Millikin University

Age	Percents											No.
	1	2	3	4	5	6	7	8	9	10	11	
18	33.3	33.3					16.7	16.7				6
19	20.8	16.7		4.2		4.2	16.7	29.2	4.2	4.2		24
20	20.5	8.0		8.0		4.0	12.0	36.0	4.0	8.0		25
21-25	14.8	13.0	1.9	3.7	1.9	9.3	22.2	13.0	11.1	5.6	3.7	54
26-30		20.0					40.0		20.0	20.0		5
30-39							33.3			66.7		3

1. Tastes too strong
2. Don't like them
3. Not strong enough
4. All right
5. Too sweet
6. Irritating
7. Dislike them
8. Haven't tried them
9. Other
10. Don't know
11. No answer

No. Number of smokers classified by age

Age of Smoker by Awareness to Cigarette Advertising

Champaign-Urbana

Age	Percents									No.
	1	2	3	4	5	6	7	8	9	
18-20	60.0	10.0		30.0						10
21-25	66.7	14.8	3.7	11.1		3.7				27
26-30	59.3	3.7	7.4	22.2	3.7			3.7		27
30-39	73.0	5.4	2.7	10.8	2.7			2.7	2.7	37
40-49	85.3	2.9	2.9					8.8		34
50-59	82.4		5.9					11.8		17
60-69	63.6	18.2						9.1	9.1	11
70-	50.0							25.0	25.0	4

1. Television
2. Radio
3. Newspaper
4. Magazine
5. Signs
6. Displays
7. Other
8. Don't know
9. No answer
No. Number of smokers classified by age

Age of Smoker by Awareness to Cigarette Advertising

University of Illinois

Age	Percents 1	2	3	4	5	6	7	8	9	No.
18	27.3	18.2	9.1	36.4	9.1					11
19	37.5	4.2	8.3	45.8	4.2					24
20	34.6			42.3	7.7	11.5	3.8			26
21-25	38.7	4.0	8.0	37.3		2.7	2.7	4.0	2.7	75
26-30	37.5	18.8	6.3	12.5		12.5			12.5	16
30-39	40.0		20.0	30.0	10.0					10

1. Television
2. Radio
3. Newspaper
4. Magazine
5. Signs
6. Displays
7. Other
8. Don't Know
9. No Answer
No. Number of smokers classified by age

Age of Smoker by Awareness to Cigarette Advertising

Decatur

	Percents									
Age	1	2	3	4	5	6	7	8	9	No.
18-20	83.3				16.7					6
21-25	61.0	4.9		17.1	2.4		12.2		2.4	41
26-30	76.9	5.1	2.6		2.6			12.8		39
30-39	86.6	1.5	1.5	6.0	1.5			3.0		67
40-49	68.3	2.4	7.3	4.9	4.9	2.4		7.3	2.4	41
50-59	58.6			6.9	13.8	13.8	3.4	3.4		29
60-69	66.7		11.1	22.2						9
70-	44.4	33.3			11.1			11.1		9

1. Television
2. Radio
3. Newspapers
4. Magazines
5. Signs
6. Displays
7. Other
8. Don't Know
9. No answer
No. Number of smokers classified by age

Age of Smoker by Awareness to Cigarette Advertising

James Millikin University

	Percents									
Age	1	2	3	4	5	6	7	8	9	No.
18	85.7			14.3						7
19	44.1	2.9	11.8	26.5	5.9	5.9			2.9	34
20	60.0	3.3	3.3	16.7	3.3	13.3				30
21-25	57.4	3.3	3.3	27.9	1.6	4.9		1.6		61
26-30	66.7			16.7	16.7					6
30-39	75.0				25.0					4

1. Television
2. Radio
3. Newspapers
4. Magazines
5. Signs
6. Displays
7. Other
8. Don't know
9. No answer
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
No other cigarette is so rich tasting yet so mild.

	Decatur				Champaign-Urbana			
Age	1	2	3	No.	4	5	6	No.
18-20	16.7		83.3	6	44.4	22.2	33.4	9
21-25	21.6	18.9	59.5	37	13.0	21.7	65.3	23
26-30	13.2	10.5	76.3	38	34.8	17.4	47.8	23
30-39	6.6	8.2	81.2	61	9.1		90.9	33
40-49	13.9	13.9	72.2	36	9.1	12.1	78.8	33
50-59	14.3		85.7	28	17.6	23.5	58.9	17
60-69	12.5	12.5	75.0	8	9.1	18.2	72.7	11
70-			100.0	6		25.0	75.0	4

1. Camels
2. Chesterfield
3. Don't know
No. Number of smokers classified by age

4. Camels
5. Chesterfield
6. Don't know
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
No other cigarette is so rich tasting yet so mild.

	James Millikin University				University of Illinois			
Age	1	2	3	No.	4	5	6	No.
18		50.0	50.0	6	37.5	12.5	50.0	8
19	16.7	20.8	62.5	24	28.6	9.5	61.9	21
20	16.0	16.0	68.0	25	20.0	20.0	60.0	25
21-25	22.2	11.1	66.7	54	18.8	9.4	71.8	64
26-30	20.0	20.0	60.0	5	31.3	6.3	62.7	16
30-39			100.0	3	42.9	14.3	42.8	7

1. Camels
2. Chesterfield
3. Don't know
No. Number of smokers classified by age

4. Camels
5. Chesterfield
6. Don't know
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
Not too mild, not too strong, tastes just right all day long.

Champaign-Urbana

Percents

Age	1	2	3	4	5	6	7	8	9	10	11	12	13	No.
18-20							44.4				55.6			9
21-25	4.3				4.3		30.4				56.5	4.3		23
26-30		4.3	8.7	8.7		4.3	21.7				43.5	8.7		23
30-39	3.0			6.1	3.0		15.2			3.0	63.6	6.1		33
40-49	3.0			3.0	3.0		21.2		3.0	3.0	63.6			33
50-59	5.9						17.6				76.5			17
60-69							36.4				63.6			11
70-							25.0				75.0			4

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Viceroy
10. Marlboro
11. Don't know
12. Kools
13. No answer
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
Not too mild, not too strong, tastes just right all day long.

University of Illinois

Percents

Age	1	2	3	4	5	6	7	8	9	10	11	12	13	No.
18				12.5			25.0				62.5			8
19	4.8						14.3				76.2		4.8	21
20	4.0		4.0	4.0		4.0	12.0	4.0			64.0	4.0		25
21-25	3.1	1.6	4.7	4.7		1.6	4.7				76.6	3.1		64
26-30	6.3	6.3					6.3				75.0		6.3	16
30-39			14.3				14.3				57.1	14.3		7

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. I & M
9. Viceroy
10. Marlboro
11. Don't know
12. Kools
13. No answer

No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
Not too mild, not too strong, tastes just right all day long.

Decatur

Percents

Age	1	2	3	4	5	6	7	8	9	10	11	12	13	No.
18-20							33.3				50.0		16.7	6
21-25			5.4	5.4		5.4	27.0				51.4	2.7	2.7	37
26-30		10.5	2.6	2.6			13.2				65.8		5.3	38
30-39	3.3	1.6	4.9	4.9		1.6	8.2				65.6		9.8	61
40-49			5.6				13.9				80.6			36
50-59	3.6						7.1				82.1		7.1	28
60-69	12.5						12.5				62.5		12.5	8
70-	16.7			33.3							50.0			7

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Viceroy
10. Marlboro
11. Don't know
12. Kools
13. No answer

No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
Not too mild, not too strong, tastes just right all day long.

James Milli in University

Percents

Age	1	2	3	4	5	6	7	8	9	10	11	12	13	No.
18		16.7	33.3								50.0			6
19	8.3						25.0				62.5		4.2	24
20	4.0	8.0					12.0				76.0			25
21-25	1.9	3.7	9.4	1.9		1.9	20.4	1.9	1.9		53.7	1.9	3.7	54
26-30		20.0					20.0	20.0			40.0			5
30-39		33.3									33.3		33.3	3

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Viceroy
10. Marlboro
11. Don't know
12. Kools
13. No answer
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
It's Toasted, to Taste Better

	Decatur			Champaign-Urbana		
Age	1	2	No.	3	4	No.
18-20	66.7	33.3	6	88.9	11.1	9
21-25	62.2	37.8	37	78.3	21.7	23
26-30	68.4	31.6	38	91.3	8.7	23
30-39	57.4	42.6	61	78.8	21.2	33
40-49	55.6	44.4	36	87.9	12.1	33
50-59	57.1	42.9	28	64.7	35.3	17
60-69	62.5	37.5	8	63.6	36.4	11
70-	33.3	66.7	6	25.0	75.0	4

1. Lucky Strike
2. Don't know
No. Number of smokers classified by age

3. Lucky Strike
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
It's Toasted to Taste Better

James Millikin University				University of Illinois		
Age	1	2	No.	3	4	No.
18	100.0		6	87.5	12.5	8
19	83.3	16.7	24	81.0	19.0	21
20	84.0	16.0	25	80.0	20.0	25
21-25	81.5	18.5	54	76.6	23.4	64
26-30	80.0	20.0	5	81.3	18.7	16
30-39	100.0		3	71.4	28.6	7

1. Lucky Strike
2. Don't know
No. Number of smokers classified by age

3. Lucky Strike
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
Outstanding--and They are Mild

	Decatur			Champaign-Urbana		
Age	1	2	No.	3	4	No.
18-20	33.3	66.7	6	11.1	88.9	9
21-25	29.7	70.3	37	34.8	65.2	23
26-30	13.2	86.8	38	13.0	87.0	23
30-39	6.6	93.4	61	15.2	84.8	33
40-49	13.9	86.1	36	15.2	84.8	33
50-59	3.6	96.4	28		100.0	17
60-69	12.5	87.5	8	9.1	90.9	11
70-		100.0	6		100.0	4

1. Pall Mall
2. Don't know
No. Number of smokers classified by age

3. Pall Mall
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
Outstanding--and They are Mild

James Millikin University				University of Illinois		
Age	1	2	No.	3	4	No.
18	50.0	50.0	6	12.5	87.5	8
19	45.8	54.2	24	47.6	52.4	21
20	20.0	80.0	25	56.0	44.0	25
21-25	44.4	55.6	54	48.4	51.6	64
26-30	20.0	80.0	5	25.0	75.0	16
30-39	66.7	33.3	3	28.6	71.4	7

1. Mall Mall
2. Don't know
No. Number of smokers classified by age

3. Mall Mall
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
Tastes Good - Like a Cigarette Should

	Decatur			Champaign-Urbana		
Age	1	2	No.	3	4	No.
18-20	66.7	33.3	6	66.7	33.3	9
21-25	75.7	24.3	37	52.2	47.8	23
26-30	71.1	28.9	38	78.3	21.7	23
30-39	65.6	34.4	61	51.5	48.5	33
40-49	55.6	44.4	36	78.8	21.2	33
50-59	46.4	53.6	28	64.7	35.3	17
60-69	12.5	87.5	8	36.4	63.6	11
70-	33.3	66.7	7	25.0	75.0	4

1. Winston
2. Don't know
No. Number of smokers classified by age

3. Winston
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
Tastes Good - Like a Cigarette Should

James Millikin University				University of Illinois		
Age	1	2	No.	3	4	No.
18	66.7	33.3	6	62.5	37.5	8
19	75.0	25.0	24	52.4	47.6	21
20	64.0	36.0	25	48.0	52.0	25
21-25	68.5	31.5	54	43.8	56.2	64
26-30	20.0	80.0	5	43.8	56.2	16
30-39	66.7	33.3	3	72.4	28.6	7

1. Winston
2. Don't know
No. Number of smokers classified by age

3. Winston
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
So Good to Your Taste - So Quick on the Draw

	Decatur					Champaign-Urbana				
Age	1	2	3	4	No.	5	6	7	8	No.
18-20	16.7	16.7		66.6	6	11.1			88.9	9
21-25	8.1	18.9	21.6	51.4	37	30.4	8.7	8.7	52.2	23
26-30	13.2	13.2	13.2	60.4	38	4.3	21.7	17.4	56.6	23
30-39	9.8	8.2	8.2	72.8	61		9.1	6.1	84.8	33
40-49	2.8	11.1	2.8	83.3	36	3.0	6.1	3.0	87.9	33
50-59		3.6	14.3	82.1	28		5.9	5.9	88.2	17
60-69	12.5	12.5		75.0	8		27.3		72.7	11
70-				100.0	6		25.0		75.0	4

1. L & M
2. Lucky Strike
3. Chesterfield
4. Don't know
No. Number of smokers classified by age

5. L & M
6. Lucky Strike
7. Chesterfield
8. Don't know
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
So Good to Your Taste - So Quick on the Draw

	James Millikin University					University of Illinois				
Age	1	2	3	4	No.	5	6	7	8	No.
18		50.0	16.7	33.3	6		12.5		87.5	8
19	4.2	25.0	4.2	66.6	24		28.6		71.4	21
20		24.0	8.0	68.0	25		8.0	8.0	84.0	25
21-25	5.6	24.1	3.7	66.6	54	3.1	15.6	1.6	79.7	64
26-30		20.0	20.0	60.0	5		6.3		93.7	16
30-39				100.0	3		14.3	28.6	57.1	7

1. L & M
2. Lucky Strike
3. Chesterfield
4. Don't know
No. Number of smokers classified by age

5. L & M
6. Lucky Strike
7. Chesterfield
8. Don't know
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
Mild - Yet They Satisfy

	Decatur			Champaign-Urbana		
Age	1	2	No.	3	4	No.
18-20	16.7	83.3	6		100.0	9
21-25	27.0	73.0	37	39.1	60.9	23
26-30	50.0	50.0	38	43.5	56.5	23
30-39	39.3	60.7	61	48.5	51.5	33
40-49	27.8	72.2	36	39.4	60.6	33
50-59	42.9	57.1	28	47.1	52.9	17
60-69	25.0	75.0	8	27.3	72.7	11
70-	16.7	83.3	6	25.0	75.0	4

1. Chesterfield
2. Don't know
No. Number of smokers classified by age

3. Chesterfield
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Cigarette Slogans

Slogan:
Mild - Yet They Satisfy

	James Millikin University			University of Illinois		
Age	1	2	No.	3	4	No.
18	33.3	66.7	6	37.5	62.5	8
19	28.0	72.0	24	23.8	76.2	21
20	38.9	61.1	25	36.0	64.0	25
21-25	80.0	20.0	54	40.6	59.4	64
26-30	66.7	33.3	5	50.0	50.0	10
30-39		100.0	3	42.9	57.1	7

1. Chesterfield
2. Don't know
No. Number of smokers classified by age

3. Chesterfield
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

Hit Parade

	Decatur			Champaign-Urbana		
Age	1	2	No.	3	4	No.
16-20	88.3	10.7	6	88.9	11.1	9
21-25	86.5	13.5	37	73.9	26.1	23
26-30	73.7	26.3	38	100.0		23
31-39	80.3	19.7	61	78.8	21.2	33
40-49	61.1	38.9	37	69.7	30.3	33
50-59	57.1	32.9	28	29.4	70.6	17
60-69	25.0	75.0	8	45.5	54.5	11
70-	16.7	83.3	6		100.0	4

1. Luckies
2. Don't know
No. Number of smokers classified by age

3. Luckies
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

Hit Parade

	James Millikin University			University of Illinois		
Age	1	2	No.	3	4	No.
18	100.0		6	100.0		8
19	91.7	8.3	24	76.2	23.8	21
20	96.0	4.0	25	88.0	12.0	25
21-25	92.6	7.4	54	85.9	14.1	64
26-30	100.0		5	75.0	25.0	16
30-39	100.0		3	85.7	14.3	7

1. Lucky Strike
2. Don't know
No. Number of smokers classified by age

3. Lucky Strike
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

Bob Cummings Show

	Decatur			Champaign-Urbana		
Age	1	2	No.	3	4	No.
18-20	66.7	33.3	6	44.4	55.6	9
21-25	40.5	59.5	37	47.8	52.2	23
26-30	36.8	63.2	38	60.9	39.1	23
30-39	57.4	42.6	61	42.4	57.6	33
40-49	27.8	72.2	36	57.6	42.4	33
50-59	46.4	53.6	28	23.5	76.5	17
60-69	12.5	87.5	8	18.2	81.8	11
70-	16.7	83.3	6		100.0	4

1. Winston
2. Don't know
No. Number of smokers classified by age

3. Winston
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

Bob Cummings Show

	James Millikin University			University of Illinois		
Age	1	2	No.	3	4	No.
18	66.7	33.3	6	37.5	62.5	8
19	62.5	37.5	24	23.6	77.4	22
20	52.0	48.0	25	36.0	64.0	25
21-25	50.0	50.0	54	31.3	68.7	64
26-30	60.0	40.0	5	31.3	68.7	16
30-39	66.7	33.3	3	57.1	42.9	7

1. Winston
2. Don't know
No. No. of smokers classified by age

3. Winston
4. Don't know
No. No. of smokers classified by age

Age of Smoker with Sponsor Recognition

Two for the Money

Champaign-Urbana

Age	Percents											No.
	1	2	3	4	5	6	7	8	9	10	11	
18-20				11.1			44.4		33.3		11.1	9
21-25	4.3						65.2		30.4			23
26-30						4.3	87.0		4.3	4.3		23
30-39						3.0	57.6		39.4			33
40-49							66.7		33.3			33
50-59				5.9		5.9	41.2		47.1			17
60-69			18.2						81.8			11
70-									100.0			4

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Don't know
10. Kools
11. No answer

No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

Two for the Money

University of Illinois

Age	Percents 1	2	3	4	5	6	7	8	9	10	11	No.
18	12.5						75.0		12.5			8
19				9.5			52.4		33.3		4.8	21
20				8.0			52.0		32.0	8.0		25
21-25			1.6	3.1			56.3		37.5	1.6		64
26-30				6.3			62.5		25.0	6.3		16
30-39							57.1		42.9			7

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Don't know
10. Kools
11. No answer

No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

Two for the Money

Decatur

Percents

Age	1	2	3	4	5	6	7	8	9	10	11	No.
18-20							66.7		33.3			6
21-25		2.7					70.3	2.7	24.3			37
26-30							76.3		21.1		2.6	38
30-39	1.6			1.6	1.6	6.6	59.0		27.9		1.6	61
40-49				11.1			50.0		38.9			36
50-59				7.1		14.3	67.9		10.7			28
60-69				12.5			37.5		50.0			8
70-							66.7		33.3			6

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Don't know
10. Kools
11. No answer
12. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

Two for the Money

James Millikin University

Age	Percents											No.
	1	2	3	4	5	6	7	8	9	10	11	
18				16.7			83.3					6
19		4.2					75.0		16.7	4.2		24
20							68.0		28.0	4.0		25
21-25		1.9		3.7			77.8		16.7			54
26-30							80.0		20.0			5
30-39							66.7		33.3			3

1. Camels
2. Winston
3. Lucky Strike
4. Chesterfield
5. Philip Morris
6. Pall Mall
7. Old Gold
8. L & M
9. Don't know
10. No ls
11. No answer
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

Crusader

	Decatur			Champaign-Urbana		
Age	1	2	No.	3	4	No.
18-20	33.3	66.7	6	22.2	77.8	9
21-25	27.0	83.0	37	26.1	73.9	23
26-30	31.6	68.4	38	65.2	34.8	23
30-39	27.9	72.1	61	24.2	75.8	33
40-49	5.6	77.8	36	45.5	54.5	33
50-59	7.1	64.3	28	11.8	88.1	17
60-69		100.0	8	9.1	90.9	11
70-		100.0	7		100.0	4

1. Camels
2. Don't know
No. Number of smokers classified by age

3. Camels
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

Crusader

	James Millikin University			University of Illinois		
Age	1	2	No.	3	4	No.
18		100.0	6	12.5	87.5	8
19	16.7	83.3	24	9.5	80.5	21
20	8.0	92.0	25	12.0	88.0	25
21-25	13.0	87.0	54	10.9	89.1	64
26-30	20.0	80.0	5	6.3	93.7	16
30-39		100.0	3	28.6	71.4	7

1. Camels
2. Don't know
No. Number of smokers classified by age

3. Camels
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

I've Got a Secret

Age	Decatur 1	2	No.	Champaign-Urbana 3	4	No.
18-20	66.7	33.3	6	55.6	44.4	9
21-25	78.4	21.6	37	39.1	60.9	23
26-30	76.3	23.7	38	87.0	13.0	23
30-39	63.9	36.1	61	66.7	33.3	33
40-49	58.3	41.7	36	69.7	30.3	33
50-59	50.0	50.0	28	52.9	47.1	17
60-69	25.0	75.0	8	36.4	63.6	11
70-	33.3	66.7	7	25.0	75.0	4

1. Winston
2. Don't know
No. Number of smokers classified by age

3. Winston
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

I've Got a Secret

	James Millikin University			University of Illinois		
Age	1	2	No.	3	4	No.
18	33.3	66.7	6	37.5	62.5	8
19	62.5	37.5	24	9.5	40.5	21
20	48.0	52.0	25	20.0	80.0	25
21-25	63.0	37.0	54	29.7	70.3	64
26-30	60.0	40.0	5	31.3	68.7	16
30-39	100.0		3	42.9	57.1	7

1. Winston
2. Don't know
No. Number of smokers classified by age

3. Winston
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

Jack Benny

	Decatur			Champaign-Urbana		
Age	1	2	No.	3	4	No.
18-20	83.3	16.7	6	66.7	33.3	9
21-25	59.5	40.5	37	69.6	30.4	23
26-30	73.7	26.3	38	82.6	17.4	23
30-39	55.7	44.3	61	66.7	33.3	33
40-49	47.2	52.8	36	81.8	18.2	33
50-59	91.4	28.6	21	29.4	70.6	7
60-69	62.5	37.5	8	54.5	45.5	11
70-	33.3	66.7	6		100.0	4

1. Lucky Strike
2. Don't know
No. Number of smokers classified by age

3. Lucky Strike
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

Jack Benny

	James Millikin University			University of Illinois		
Age	1	2	No.	3	4	No.
18	83.3	16.7	6	12.5	87.5	8
19	70.8	29.2	24	52.4	47.6	21
20	76.0	24.0	25	56.0	44.0	25
21-25	74.1	25.9	54	48.4	51.6	64
26-30	100.0		5	56.3	43.7	16
30-39	100.0		3	85.7	14.3	7

1. Lucky Strike
2. Don't know
No. Number of smokers classified by age

3. Lucky Strike
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

Dragnet

	Decatur			Champaign-Urbana		
Age	1	2	No.	3	4	No.
18-20	66.7	33.3	6	44.4	55.6	9
21-25	75.7	24.3	37	47.8	52.2	23
26-30	55.3	44.7	38	91.3	8.7	23
30-39	37.7	62.3	61	45.5	54.5	33
40-49	47.2	52.8	36	57.6	42.4	33
50-59	28.6	71.4	28	47.1	52.9	17
60-69	37.5	62.5	8	9.1	90.9	11
70-	33.3	66.7	7		100.0	4

1. Chesterfield
2. Don't know
No. Number of smokers classified by age

3. Chesterfield
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Stronger Recognition

Dragnet

	James Millikin University			University of Illinois		
Age	1	2	No.	3	4	No.
18	66.7	33.3	6	62.5	37.5	8
19	52.3	64.0	24	38.1	61.9	21
20	64.0	36.0	25	36.0	64.0	25
21-25	53.7	46.3	54	48.4	51.6	64
26-30	80.0	20.0	5	62.5	37.5	16
30-39	100.0		3	42.9	57.1	7

1. Chesterfield
2. Don't know
No. Number of smokers classified by age

3. Chesterfield
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

The Line-up

	Decatur			Champaign-Urbana		
Age	1	2	No.	3	4	No.
18-20	33.3	66.7	6	22.2	77.8	9
21-25	10.8	89.2	37	8.7	91.3	23
26-30	21.1	78.9	38	13.0	87.0	23
30-39	6.6	95.4	61	6.1	93.9	33
40-49	11.1	88.9	36	9.1	90.9	33
50-59		100.0	28		100.0	17
60-69		100.0	8		100.0	11
70-		100.0	6		100.0	4

1. Viceroy
2. Don't know
No. Number of smokers classified by age

3. Viceroy
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

The Line-Up

	James Millikin University			University of Illinois		
Age	1	2	No.	3	4	No.
18		100.0	6		100.0	8
19	16.7	83.3	24	4.8	95.2	21
20	8.0	92.0	25		100.0	25
21-25	9.3	90.7	54	4.7	95.3	64
26-30			5		100.0	16
30-39	33.3	66.7	3	14.3	85.7	7

1. Viceroy
2. Don't know
No. Number of smokers classified by age

3. Viceroy
4. Don't know
No. Number of smokers classified by age

Age of Smoker with Sponsor Recognition

Gunsmoke

	Decatur			Champaign Urbana		
Age	1	2	No.	3	4	No.
18-20	16.7	83.3	6	11.1	88.9	9
21-25	16.2	83.8	37	26.1	73.9	23
26-30	31.6	68.4	38	30.4	69.6	23
31-39	21.3	78.7	61	21.2	78.8	33
40-49	25.0	75.0	36	9.1	90.9	33
50-59	10.7	89.3	28	11.8	88.2	17
60-69	12.5	87.5	8		100.0	11
70-	33.3	66.7	6		100.0	4

1. Chesterfield
2. Don't know
No. Number of smokers classified by age

3. Chesterfield
4. Don't know
No. Number of smokers classified by age

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